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KFJC-FM

STATION SUPERVISOR'S REPORT

FISCAL 1986-87

Robert Pelzel

Station Supervisor, KFJC-FM

August, 1987





## STATION SUPERVISOR'S ANNUAL REPORT

Fiscal 1986-87 marks the second year of KFJC operating under the Executive Director of Radio and Television, along with the radio broadcasting curriculum functioning as a vocational education program in the Fine Arts and Communications Division. During this past year, the station and broadcasting program have continued growth in many of the areas described in last year's annual report, and have started progress in numerous other areas as well. The purpose of this year's report is to discuss the current status of the radio station and broadcasting program, to evaluate the degree of completion of the station MBO's for last year (Attachment 46), and to examine potentials for future operations. To more fully illustrate portions of the report, a series of numbered attachments follows the narrative. Additional information which may not have fit smoothly into the report is included in the "Attachment Summary," which also contains descriptions of attachments not footnoted in the discussion. This summary can be found immediately following the discussion, and prior to "Attachment 1."

Although this year's report may be read independently, it continues and develops many of the philosophical and operational points contained in last year's report. Much of the growth described in this year's report resulted from efforts expended last year, and, to a significant degree, in previous years as well. This year's report should provide new readers with an





introduction to the radio station and broadcasting program, and should more fully develop the insight of readers familiar with the fiscal 1985-86 report.

## OVERVIEW

During fiscal 1986-87, KFJC continued to provide a "radio laboratory" in which students obtained practical experience in nearly all aspects of broadcasting and related industries. An average of 75 students each quarter participated in the operation of KFJC's 12 different departments. Regular training and station participation require involvement in and exposure to procedures in many departments, and students are given the opportunity to benefit from a wider and more realistic variety of broadcasting experiences than is possible at other community colleges. Some significant highlights of KFJC 1986-87 operations are presented below to illustrate the interaction of station departments, and the depth and effectiveness of training which the broadcasting program provides. These station highlights are followed by a capsule summary of the activities and status of each of the station's 12 departments, and a short outline of future projects.

One of the year's major highlights for KFJC was the acquisition of equipment needed to up-grade the production studio to broadcasting industry standard. This studio will enable students in many different departments to obtain training in preparation of spot announcements, short public affairs





informational features, demo tapes, and many types of pre-recorded broadcast material. Acquisition of this equipment was made possible by the radio broadcasting program's recently acquired status as a vocational program, which qualifies it to apply for federal funding for instructional equipment allocated through the Dean of Vocational and Technical Education. An initial allocation of \$11,500 was made from Foothill's VEA pool (Attachment 8) which was matched by the Fine Arts and Communications Division's contribution from Proposition 56 income. With the combined total of \$23,000, KFJC purchased equipment (Attachment 9) which, when installation is completed, will provide one of (if not the) best production studios at a college radio station!

Prior to receiving the VEA funds, KFJC staff in coordination with Plant Services, completed the final phases of a more than two year facility expansion, remodelling, and upgrade. To maintain the standards of the surrounding air studio, performance room, and offices, as well as to obtain full potential of the new equipment, KFJC staff construction of housing for and installation of the new equipment is being carefully planned and implemented. Completion of the project is expected by mid to late October, 1987.

As "Phase II" of upgrading the radio broadcasting program to current industry standards, an application for 1987-88 VEA funding was submitted (Attachment 10). If granted, these funds





will provide equipment enabling KFJC to train students in live remote broadcasting of community events, music, and sports from nearly any location in the Bay Area. In addition to providing practical experience in this expanding aspect of radio broadcasting, remote capability will increase the visibility of the station and Foothill College in many communities. Final notification regarding the 1987-88 VEA application is expected during fall quarter, 1987.

Another significant area of growth during fiscal 1986-87 was the radio station's interaction with other portions of the Foothill campus. This interaction has promoted visibility for the station and increased mutual input and support from other campus units.

One of the station's important campus involvements was with the scholarship program. The KFJC management staff established an annual scholarship to commemorate a recently deceased former manager of the station's production department. The scholarship will be awarded to a broadcasting student who consistently demonstrates excellence in all aspects of radio production (Attachment 11).

The Foothill College Alumni Association (FCAA) was another group with which KFJC became involved. Station members joined the alumni steering committee, contributed articles to the alumni newsletter, and assisted in Association publicity, membership.



and fundraising efforts. The station's own alumni tracking form (Attachment 12) and information were provided to the FCAA, and the station management staff contributed to the Association's Scholarship fund (Attachment 13).

In cooperation with ASFC, KFJC produced a new age music performance in the Foothill Theatre (Attachments 14 and 15). Both KFJC and ASFC made money from the concert, and generated positive audience response (Attachment 16).

KFJC's other campus involvements include the following:

- Participation in the Writing Across the Curriculum program (Attachment 17)
- Interviews of station staff on Stu Roe's cable television program
- Contribution to the campus-wide "Yes on 56" fundraising drive (Attachment 18)
- Participation in Verley O'Neal's summer program for disabled high school students
- A last minute emergency deadline bulk mailing for the Foothill Campus Abroad program.

Other on-going campus/KFJC interaction will be discussed in the appropriate status reports of station departments.

In addition to its Foothill activities, the radio station was also involved with community organizations and events. KFJC's regular public affairs and public service programming receive





recognition from numerous community groups which would not be able to obtain exposure on commercial radio (Attachments 19, 20, and 21). Besides on-air community involvement, KFJC has been visible in off-air promotions. Examples include appearance of a station representative at a Hispanic parent meeting at Carlmont High School (Attachment 22), participation in the Girl Scout "Walk A Day" career program (Attachment 23), and presentations to Mountain View high school classes (Attachment 24). Efforts such as these have increased public awareness of the College and the radio broadcasting program to potential students who might have been missed by regular campus recruitment drives.

KFJC was visible to other college stations and to the broadcasting industry as well. Four KFJC representatives attended the Intercollegiate Broadcasting System National College Radio Convention in New York. This annual three day convention offers over 60 panels covering all aspects of radio broadcasting, and is traditionally attended by 1,200 to 1,500 delegates from college stations in predominantly eastern states. KFJC was one of five western state stations represented at this convention, and KFJC delegates were pleasantly surprised at the station's positive reputation with other college delegates and with professional broadcasting industry panelists. KFJC participation on a panel (Attachment 28) received positive recognition (Attachment 29) and increased Foothill's strong image in college radio.





KFJC received additional recognition in the industry from the Museum of Broadcasting in New York. The Museum's Associate Curator sent a request to KFJC (Attachment 30) for documentation of the station's 1983 "Maximum Louie Louie" marathon which obtained international radio, television, and print coverage. KFJC is one of the few college stations to be exhibited in the Museum of Broadcasting.

While receiving recognition nationally for current and previous station achievements, KFJC has not stopped developing new methods for improving broadcast training and community service. One significant improvement has been in orientation of new students to station operations. Each quarter, new students with a variety of backgrounds, abilities, and interests join the radio station. (A recent entering group included a full-time radio broadcasting student at the College of San Mateo, a career changing publicist with a Ph.D, and a software engineer specializing in artificial intelligence.) Formerly, each new student was assigned to one of the regular station departments, based on the student's previous background and the station's departmental needs. The student would then obtain basic training in that specific department, while being exposed to a variety of other station work through weekly meetings. To more effectively ascertain potentials of new recruits, and to provide some additional assistance in getting established in station operations, station management developed a new department for all entering students. The new training department provides entry level vocabulary, station policy, and basic operating procedure



to enable new students to more smoothly make a subsequent transfer to another station department. Although the training department is relatively new and still evolving its operation, initial response from both station "rookies" and "veterans" has been positive. Many of the other station departments have been inspired by the training department's success to update their introductory materials (Attachments 5 and 6).

To increase efficiency of station operation on the management level, a set of guidelines is being developed for the director position of each department. These guidelines contain a general listing of major responsibilities, ideas for future activities, staffing recommendations, and approximate time requirements. Department directors, assistants, and participating members will obtain a more comprehensive description of the organization and potential for their departments. Special emphasis is placed on departmental interaction in a segment of the guidelines which specifies the major coordination each director needs with the other areas of station operations. Thus far, there are completed guidelines for the Traffic Director (Attachment 1), Sports Director (Attachment 2), and Publicity Director (Attachment 3).

As a part of the college-wide program review process, Foothill's radio broadcasting program was evaluated by a committee of faculty and administration. The committee examined qualitative and quantitative aspects of the radio curriculum and KFJC operations. The committee's report (Attachment 25) gave





strong qualitative ratings in areas of training for employment, meeting public and community interest, and growth and development of skills. Quantitatively, the committee found that the radio program has a higher ratio of weekly student contact hours to full time faculty than any other California state or community college broadcasting program. Radio has a relatively high retention rate, has a higher productivity ratio than most Foothill programs, and operates at a lower cost per ADA than the college average. Generally, the committee found that the program was successful in its two primary functions of providing quality broadcast training and a community broadcast service.

During the committee's evaluation process, some research was done to compare Foothill's radio program to those at other California community colleges. Including Foothill, there are eleven California community colleges which have on-air FM stations (Attachment 26). Of these, five are affiliates of National Public Radio, and operate primarily with paid employees and minimal student training or participation. Of the remaining stations about which information was obtained, all had small enrollments and provided a broadcasting experience much less comprehensive in scope and depth than Foothill's. Foothill's program is unique in offering a more practical training to larger numbers of students at a lower operating cost.

In order to obtain information about size and composition of KFJC's audience, the station purchased ratings information from





the Arbitron company for winter, 1987 (Attachment 27). The surveys indicate that in any 15 minute time segment, KFJC has an average audience of 1,100 listeners. (This number is the same as for the station's previous rating purchase from spring, 1985.) The ratings also estimate that in any given week, the station will be listened to by 30,000 different people. (This number is slightly higher than the 24,500 from the 1985 ratings. This change implies that more people are listening, but for shorter periods of time.)

The rating breakdown by age indicates that the highest percentage of listeners fall in the 25 - 34 group (31%), followed closely by the 18 - 24 group (29%) and the 35 - 49 group (26%). Audience composition is lowest at both ends of the spectrum. Audience over 50 years comprise 3%, and teens 12 - 17 constitute only 11% of KFJC listenership. Although these figures are limited by the same statistical survey constraints felt by commercial stations, the figures are comparable with those of two years previously. Taken together, the indication from KFJC's ratings is that the station is serving a wider segment of age groups in the community than are served by most other commercial and non-commercial stations.

#### KFJC DEPARTMENT STATUS REPORT/OPERATIONS SUMMARY

In the 1986-87 fiscal year, KFJC functioned with 12 station departments: business/sales, engineering, music, production, programming, promotions, public affairs, public service



announcements, publicity, sports, traffic, and training. The average staff size was 75 - 85 registered students, three part-time stipended positions, and two faculty with release time dedicated to station operations. All students enrolled in the Wednesday evening Radio 90 series lab courses are assigned to one of the station's departments and required to work a minimum of 8 hours weekly in carrying out departmental activities, widescale station projects, and off-air support work necessary for station operations. Students attend weekly department meetings, programming meetings, and general staff meetings. Department directors attend station management meetings as well. In addition, department directors must submit quarterly reports covering departmental status, staff activity, future plans, and operational difficulties (Attachment 7). Students within each department submit work logs, or "8 hour books" containing their station activities, manager comments, meeting or tutorial notes, and questions or suggestions about station operation (Attachment 5). These "8 hour books" are read and evaluated twice each quarter by the station supervisor and general manager, and provide an on-going dialog with students as their progress and participation at KFJC are monitored. Collectively, KFJC's departments provide training opportunities in nearly all areas of radio broadcasting.

#### BUSINESS/SALES

The business/sales department maintains the radio station's





six accounts with ASFC, services the station's cash and trade-out underwriting clients, processes KFJC's total of more than 200 purchase requisitions each year, trains students on KFJC's computer system, oversees ordering and distribution of station promotional merchandise, and supervises funds at KFJC benefit events. During fiscal 1986-87, the department processed nearly \$30,000 in cash plus \$5,000 in trade which were contributed by community merchants and listeners towards station operations.

#### ENGINEERING

The KFJC engineering department has worked on several major projects in fiscal 1986-87. Besides the regular maintenance of on-air and production studios, training of all staff in new operational procedures, research of and negotiation with vendors for equipment purchases, and coordination with other station departments with special engineering needs (such as the sports department for live play-by-play coverage of Foothill Owl football, baseball, soccer, and basketball games), the engineering department has designed and (nearly) built the production studio funded by vocational education money. While construction of this studio has been delayed by emergencies such as shutdown for over 15 days of regular broadcasting operations due to transmitter and/or antenna failure, completion of the new production studio is expected before the beginning of winter quarter, 1987.



## MUSIC

The KFJC music department is responsible for soliciting and reviewing new record and tape releases; compiling, printing, and mailing a playlist to record companies and distributors every two weeks; contributing station airplay information to industry trade journals; contacting record company representatives; and maintaining the 20,000 plus records in KFJC's library. Fiscal 1986-87 has seen an expansion of the musical diversity provided to the radio station as free promotional product from record companies and reviewed at the weekly KFJC staff meeting (Attachment 31). Additionally, there have been presentations to the staff on many different types of music, including jazz (Attachment 32), country (Attachment 33), reggae, blues, soundtrack, industrial, and new age.

## NEWS

Although reasonably active during fiscal 1985-86, the KFJC news department has been dormant in 1986-87. Lack of a strong core news staff and available news facilities did not allow a sufficient level of training in research, copywriting, editing, interviewing, and engineering required for regular newscasts. While there is presently a reasonable staff interest and recruitment potential in news operations, the commitment necessary to coordinate and maintain a quality news department is not currently present.





## PRODUCTION

The production department continues its trend from last year in training students to script, announce, engineer, and edit pre-recorded "spot" announcements. Using the basic equipment currently available as an entry level prerequisite, and the forthcoming newly equipped studio as incentive, the department has helped train students from the sports, music, traffic, public affairs, programming, promotions, and business/sales department in the production of community bulletin boards, special programs, underwriting announcements, station identifications, "drop-in" public affairs features, and other internal station promotions. Upon completion of the new production facility in the station's "gray room" (named after the color of the acoustic carpeting on the walls), this department will begin to immediately utilize its experienced staff members to train the interested and qualified newer staff members, and alleviate the crowded conditions on the station's current facility in the "triangle" room. Since skills in production are applicable to many other station departments, the new facility will result in improved quality in operations and output of these other departments. Additionally, the production department has nearly completed the process of indexing and dubbing onto cassette its entire archive of 40 somewhat aged reel to reel tapes dating back more than seven years. This process will enable mass copying of examples of prerecorded spot production for distribution to new students who want to see the



possibilities for technical and creative work in this department.

## PROGRAMMING

The programming department is responsible for maintaining continuous operation of the station, training new staff members in on-air policies, procedures, and FCC regulations, and integrating the different components of KFJC programming. Live play-by-play sportscasts, underwriting announcements, public affairs interview programs, ticket giveaways, public service announcements, live music performances, artist interviews, internal station promotions, and an increasing diversity of light entertainment music programming all need to be coordinated and blended in a manner which will provide maximum broadcast training and community broadcast service. In fiscal 1986-87, the station's commitment to programming a diverse blend of music has increased. Part of this commitment is shown in the additional coverage and emphasis of different musical genres during Wednesday evening staff meetings, and the higher variety of music obtained as promotional service from record companies. The Arbitron age demographic breakdown of station listenership indicates that KFJC is serving a larger and more evenly distributed age span of the community than is possible at other stations, whether commercial or non-commercial. (The low percentage of listeners in the 12 - 17 age group may be an indicator to watch in upcoming years as this demographic becomes larger in the overall population and increasingly important to college recruitment efforts.) No longer can KFJC be accurately



labelled as a "punk rock," "headbanger," or even truly a "rock and roll" format station.

Also of significance to KFJC's commitment to programming diversity is the incorporation by "rock" jocks of different musical styles. While "specialty" jocks stay within a comparatively narrow spectrum of blues, reggae, urban contemporary, etc., regular jocks are not locked in to one type of music, and have been playing from (and cross promoting) music of many types and times, resulting in a more mixed airsound.

#### PROMOTIONS

The promotions department is responsible for administering the station's on-air album and ticket giveaways, arranging live in-studio or telephone interviews with musicians, and coordinating sales of station merchandise at selected performances. Within the responsibilities of the department also falls the planning of station benefit music performances. These benefits are designed to increase station visibility, train students in industry conditions of station and concert promotions, and raise money for station operations. Among KFJC benefits during the last year were a new age music show (Attachments 14 and 15), a klook mop jazz quartet (Attachment 34), and a surf music performance co-sponsored with Surf Detergent at the opening of a laundromat (Attachment 35). Included under the station's benefit promotions are KFJC record





swaps (Attachment 36), which are day long "record flea markets" where dealers and collectors of all types of music buy, sell, and trade used and rare music and related merchandise. Promotional benefits, collectively, raised approximately \$3,000 to \$4,000 during fiscal 1986-87.

## PUBLIC AFFAIRS

The public affairs department produces informational programming for KFJC. This programming includes the hour or longer interview/research shows with listener phone-ins (Attachment 37), and short one to two minute prerecorded "drop-in" features (Attachment 4). These drop-ins require slightly more advanced script writing, announcing, and production skills than simple spot announcements, and provide students with training which utilizes many of the skills involved in newscasting.

The department compiles an "Issues and Programs" list, which is required quarterly by the FCC. This list summarizes on-air treatment of topics which the station considers significant to population in its coverage area. Through public affairs research and interview shows, KFJC is able to treat topics with direct input from the community via the guests interviewed and listener phone-in comments and questions. Guests interviewed last year include many from Foothill College (President Clements, Jack Hasling, Denny Berthuiame, Larry Miller, Irv Roth, Naomi Kitajima, Michiko Hiramatsu, and ASFC President Bill Musick), and



some from the local community (President of the San Mateo County Board of Supervisors ((Attachment 38)), prominent attorney Charles Garry, associate editor of Keyboard magazine Bob Doerschuk, and former sports editor of the Peninsula Times Tribune.

Continued during fiscal 1986-87 was the public affairs feature "Bay Area Laundromats(BAL)." Patterned after review programs which evaluate restaurants or movies, BAL conducted a weekly analysis of a laundromat. Using a rating system based on cost, cleanliness, convenience of parking, and availability of soap products, BAL gave ratings of one to four "suds" to over 80 laundromats (Attachment 39). This somewhat eccentric program was written up in the Palo Alto Weekly, Metro, Times Tribune, and other publications, and given coverage on Viacom's local cable station and on channel 11 newscasts. The show's host was invited to speak at a California Laundromat Owners Association monthly meeting, and Lever Brothers contributed \$500 toward printing of tee shirts to co-sponsor KFJC's BAL surf benefit performance at the opening of the Oasis Laundromat.

#### PUBLIC SERVICE ANNOUNCEMENTS

This department prepares live and prerecorded announcements for local non-profit groups which would most likely not be able to afford airtime or receive exposure on commercial stations. While KFJC has aired PSA's for national groups like the American





Cancer Society (Attachment 20), station focus is primarily on Foothill campus and surrounding community events. Announcements for Foothill registration, Performing Arts Alliance, Alumni Association, Campus Abroad Program, Language Arts Creative Writing Conference, and other campus related information have been aired on KFJC in fiscal 1986-87.

## PUBLICITY

The publicity department informs the local media of station events and programs through press releases (Attachment 47), designs and prints flyers promoting activities in nearly all station departments (Attachments 14, 34 - 37, 40), and answers listener correspondence. Due to a high turnover in directors of this department (four in the previous year), publicity has not been as complete in fulfilling department function and organization (Attachment 3) as in previous years. However, recent increase in staff interest and use of computer graphics have revived publicity department stability and activities.

## SPORTS

The sports department broadcast live play-by-play coverage of selected Foothill Owl football, soccer, men's and women's basketball, and baseball. These broadcasts provide training in announcing, spotting, remote engineering, statistics, research, and interviewing. A strong sports department coordination with the publicity department resulted in more effective promotion of



the sportscasts to Foothill campus and the opposing team campus (Attachment 42). Management guidelines for the sports department (Attachment 2) have been designed to assist current and future directors in building a department as successful as last year's.

## TRAFFIC

The traffic department prepares and corrects KFJC's daily program and operating logs. These logs provide on-air personnel with the schedule of programs and announcements, and provide official records for billing and monitoring of transmitter operation. Management guidelines for the traffic department (Attachment 1) have been developed with an emphasis on informing other station departments of the necessity of coordinating with traffic to insure a smooth integration of all departmental programming and an avoidance of double scheduling.

## TRAINING

The training department, described earlier in this report, provides new students with a general orientation to station operations and procedures, somewhat like a KFJC version of Guidance 50. Students have more on-going contact with other staff members new to the program, and will be able to help each other verbalize questions and avoid becoming lost in the day-to-day operations of the station. The two "trial" quarters which this department has functioned have helped fine tune the amount and pace of information provided to new students, so that by



fall, 1987, the assimilation process should be considerably smoother than in previous years.

## OUTLOOK

One of the largest factors inhibiting station advancement is the relatively high amount of time the station is off the air for technical problems. Between shut down for program line repair by the phone company, power outage at Black Mountain, or transmitter or antenna failure, KFJC was off the air approximately 25 days in fiscal 1986-87. The disruption of operations is difficult to accurately describe. Last May, for example, when the station had planned its annual "Month of Mayhem" series of special programs, the transmitter developed a problem which kept the station off the air for over 10 days. Specials had to be rescheduled, promotional spots had to be rerecorded, interviews had to be cancelled, time dependent drop-in features expired, underwriting announcements were lost, flyers had to be modified and reprinted, program logs had to be reorganized, engineering time had to be diverted from construction of the new studio and training to borrowing necessary test equipment and making emergency repairs, press releases had to be cancelled, album and ticket giveaways were suspended, and energy in every area of station operation was lost. Almost as disruptive as the actual down time is the uncertainty afterwards. When on-air broadcasting resumed last May, the series of special programs still could not be scheduled because of reasonable chance that additional repairs would have





to be made.

Although the above considerations would be a factor at any radio station, they seem more applicable to KFJC. KFJC has the highest technical-problem down time of any station in the Bay Area. This is primarily due to three factors: Transmitter and antenna problems, lack of back-up power generator, and interruption of program line service from the telephone company. The station received a donation to offset a portion of the cost of a microwave link from the studio to the transmitter (STL) which would remove the phone company difficulty. The College provided an air conditioner at the transmitter site which should eliminate one of the several reasons for transmitter failure. The College also provided replacement of unrepairable modulation monitors which were causing calibration difficulties and not performing within legal limits.

To continue efforts towards eliminating these major problems, KFJC's management staff has initiated planning for an on-air fundraiser. Tentatively scheduled for late October, the week-long drive is being designed to solicit donations from listeners without sounding like the usual "begathons" increasingly common on non-commercial radio and television. Weekly meetings began in July to organize major areas of responsibilities and set the groundwork for stationwide participation in a major fundraising campaign.

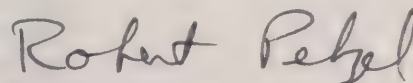
Pending final approval in early fall, KFJC will also need to



raise funds to match a vocational education allocation for purchase of a remote broadcasting system. (Since vocational education funds are to be used strictly for instructional equipment, they are not applicable to the transmitter or other problems listed above.)

In the upcoming months, KFJC needs to continue its regular functions of student broadcast training and community broadcast service while also implementing major fundraising campaigns. Achievement of these goals will involve a pooling of resources from all groups interacting with the radio station, and will more closely unite the station staff, listening audience, broadcasting and music industries, local business community, and Foothill College.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Robert Pelzel". The script is cursive and fluid, with the first name "Robert" and last name "Pelzel" clearly distinguishable.

R. Doc Pelzel

Station Supervisor

Instructor

August, 1987





## SUMMARY OF ATTACHMENTS

1. Management guidelines for the position of KFJC Traffic Director, including suggested time commitment, responsibilities, departmental staffing, coordination with other departments, and future tasks and expansion.
2. Management guidelines for the position of KFJC Sports Director.
3. Management guidelines for the position of KFJC Publicity Director.
4. Instructions for preparation of informational "drop-in" public affairs features.
5. Instructions for preparation of required "8 hour book" containing student worklog, department manager initials, meeting notes, student comments, questions, or suggestions, and station supervisor and general manager evaluations.
6. Introductory policy and procedure sheet for production department.
7. Example of departmental quarterly status report, including director summary of staff activity and future plans.
8. Notice of vocational education funding allocation to the radio broadcasting program for purchase of instructional equipment.
9. List of equipment purchased with vocational education funding and matching Fine Arts and Communications Division Proposition 56 contribution. Some changes were made in this initial list due to factors ranging from manufacturer price increase to Japanese tariff imposition.
10. Proposal for vocational education funding to purchase instructional equipment to train students in remote broadcasting of sports, news, public affairs and music from the greater south bay area.
11. Application form for KFJC production scholarship.
12. KFJC alumni information form.
13. Appreciation letter and Sentinel article about KFJC donation to Foothill College Alumni Association scholarship fund.
14. Flyers and tickets for KFJC new age music concert, co-presented with ASFC.



15. Program for the KFJC/ASFC new age music benefit concert at the Foothill Theater.
16. Audience response letter from new age music benefit.
17. Radio broadcasting program participation in Writing Across the Curriculum.
18. Appreciation for the KFJC donation to the "Yes on 56" campaign.
19. Letter from local non-profit group interviewed on KFJC public affairs program.
20. Letter from a department of the American Cancer Society thanking KFJC for airing public service announcements for the annual "Great America Smokeout" campaign.
21. Letter from the President of Mayer Laboratories commending a KFJC interview program discussing AIDS.
22. Appreciation from the Director of Special Projects at Sequoia Union High School to KFJC for station assistance in publicity for and personal appearance at a meeting of Hispanic parents.
23. Description and certificate of appreciation for KFJC participation in Girl Scouts Career Day program.
24. Letter to KFJC acknowledging station presentation to students at Mountain View High School.
25. Program review committee report on radio broadcasting.
26. List of on-air broadcast FM stations at California community colleges.
27. Arbitron rating information highlighting KFJC audience age demographics, average quarter hour listenership, and total weekly unduplicated cume audience.
28. Listing in program book of KFJC representation on a panel at the Intercollegiate Broadcasting System National College Radio Convention in New York.
29. Letter from Rice University convention delegate requesting KFJC sales information.
30. Request from the Museum of Broadcasting in New York for information on KFJC's 1983 "Maximum Louie Louie" marathon.
31. Sample listing of weekly additions to KFJC record library.



32. In-house reviews of new jazz albums to increase staff awareness and encourage airplay.
33. Outline of presentation to KFJC staff of origins and developments of early country music.
34. Flyer promoting Klook Mop Jazz Quartet performance at a laundromat in conjunction with Bay Area Laundromats feature.
35. Flyer advertising KFJC-Bay Area Laundromats surf music benefit, co-sponsored with Surf detergent manufacturer Lever Brothers, at the opening of the Oasis Laundromat with non-alcoholic juice bar and tanning booths.
36. Flyers for KFJC record swaps.
37. Flyer for KFJC interview and listener phone-in public affairs programs.
38. Thank you letter from the President of the San Mateo County Board of Supervisors to KFJC for a public affairs interview.
39. Ratings of more than 80 laundromats evaluated on KFJC's Bay Area Laundromats.
40. Publicity flyers for several KFJC features including a live in-studio performance of Cajun music, and a two hour comedy special.
41. Computerized schedule of KFJC programming.
42. Sequential flyers for KFJC live sportscasts enabled heavier publicity of broadcasts by minimizing weekly artwork changes. Also flyers for sports broadcast of Foothill Owl soccer and baseball games.
43. Sample of KFJC listener donation matching grant from the listener's employer.
44. Example of KFJC staff member assistance in obtaining donation of needed test equipment.
45. Examples of KFJC mail: request from an instructor at San Jose City College for a copy of KFJC's Top 100 list; letter from nine members of the De Anza Reprographics staff thanking KFJC for reggae programming; letter from listener who moved to New York and was unable to locate any broadcasts of surf music he heard on KFJC; letter from Canadian broadcaster whose wife is a doctor and "found your tape series on AIDS extremely useful."
46. 1986-87 MBO's (unprioritized).
47. Sample of KFJC press release sent to local press and broadcasting industry trade journals.





48. Samples of press coverage generated by press releases for station activities.
49. Letter from local radio station KOME-FM informing KFJC of internship positions available.



## TRAFFIC DIRECTOR

- I. Time Allotment: approximately 8 - 10 hours weekly average.
- II. Responsibilities:
  - 1) Prepare, in advance, KFJC program and operating logs for daily on-air use.
  - 2) Review completed logs for accuracy, and supervise correction of significant logging errors.
  - 3) Schedule make-goods of all institutional or underwriting announcements not aired.
  - 4) Maintain file of sample program logs more than 1 year old (approximately 2 to 4 days per quarter, or any major special programming). Maintain current file of all daily logs less than 1 year old.
  - 5) Complete monthly billing grid sheets for each client whose underwriting announcements were aired.
  - 6) Function as the designee of the Chief Operator, as FCC regulation 73.1870 (c)(3). Review logs weekly, indicate any significant corrective action necessary, date and sign.
  - 7) Maintain KFJC public file, as per current FCC standard.
- III. Staff and Organization:
  - 1) Assistant in charge of checking completed program and operating logs.
  - 2) Assistant in charge of tabulating monthly totals of underwriting announcements for client billing.
  - 3) Assistant to develop computer programs for all traffic functions.
- IV. Coordination With Other Departments:
  - 1) With programming to schedule regular day-to-day announcements and programs, and to avoid overlap with special programming.
  - 2) With production (especially IPSA) to obtain schedule for announcements to be aired at specified times.
  - 3) With business to insure correct scheduling of underwriting announcements as per client contract (either specific times, best time available, or run of station). Also, guarantee "protection" for clients with conflicting or competing businesses.
  - 4) With sports for logging live remote sportscasts and promos for upcoming games.
  - 5) With public affairs for logging drop-ins and special programs.



- 6) With engineering to verify that logging information and reporting comply with FCC regulations.
- 7) With news to include current newscast schedule.
- 8) With promotions to coordinate system for logging last minute ticket giveaways and interviews.

V. Areas for Future Development or Expansion:

- 1) Develop computer program to generate log forms and facilitate daily or weekly schedule changes.
- 2) Develop computer program for tabulation of underwriting or other announcements requiring billing.
- 3) Develop computer program enabling on-air staff to fill out their logs on the terminal in master control.





## SPORTS DIRECTOR

I. Time Allotment: approximately 12 - 15 hours weekly average

## II. Responsibilities:

- 1) Coordinate live play-by-play broadcasts of Foothill Owl sports events.
- 2) Contact Foothill coaches, players, and sports information director (SID) for interviews, player bios, statistics, etc.
- 3) Contact opposing teams' SIDs to obtain player information and to notify of intention to broadcast.
- 4) Provide station management with printed schedule of broadcasts far enough in advance to ensure sufficient in-house and outside publicity.

## III. Staff and Organization:

- 1) Assistant in charge of publicity liason and outreach.
- 2) Assistant in charge of training new department members.
- 3) Department members who:
  - compile statistics
  - engineer remote broadcasts, from set-up through tear down
  - operate master control during all sportscasts, including transitions to and from studio
  - interview players and coaches, either live during game breaks or in advance for editing
  - announce live play-by-play
  - announce live color commentary
  - produce and update station continuity cards and carts to promote all casts on-air in advance
  - design and distribute flyers to both home and opposing team locations
  - write press releases for publicity department mailings, and for selected sports department mailings



#### IV. Coordination With Other Departments

- 1) With programming for scheduling of all sportscasts
- 2) With engineering for all necessary equipment and phone line requirements
- 3) With traffic for logging of events and promos
- 4) With publicity for press release and flyer mailings and phone follow-up to obtain Foothill and outside media coverage
- 5) With production for carded and carted SC's and updates
- 6) With business for all budgetary needs, and with sales to obtain underwriting

#### V. Areas for Future Development or Expansion

- 1) Develop ideas for sports promotions, both during and around live sports broadcasts. Obtain giveaways appropriate for sports audience (tickets to future Foothill games and/or professional sports events or shows, athletic equipment, passes to health clubs or workout rooms, etc.)
- 2) Obtain celebrity/professional/alumni contacts for interviews, logos, guest appearances
- 3) Investigate potential for remote broadcast of "away" games or major playoffs. Research cost and timeframe of phone line installation or remote pick-up unit rental
- 4) Devise sports sales packages which include sponsor mention during sportscasts, on regular air time, on flyers, and in possible paid print advertising
- 5) Investigate potential for videotaping the games for live simulcast or delay cast over Access Los Altos and other cable systems



## PUBLICITY DIRECTOR

I. Time allotment: approximately 9 - 13 hours weekly average.

## II. Responsibilities:

- 1) Publicize radio station programs and activities through all appropriate campus and local media outlets.
- 2) Maintain and expand station mailing list of contacts in print media, including information about advance time required for publication deadlines.
- 3) Write press releases for specific KFJC programs or activities, mail to media contacts, and follow-up by phone to provide additional information.
- 4) Design, print and distribute flyers for specific KFJC programs or activities. As per Foothill College policy, all press releases and flyers should be approved by Station Supervisor and General Manager before being duplicated.
- 5) Establish contact with Foothill Public Information Office, the Sentinel, and other campus publications to obtain exposure through these vehicles.
- 6) Respond to regular correspondence from listeners, and maintain necessary mailing list and public file information.
- 7) Maintain on-going files of masters and extra copies of coverage received by KFJC in print. Include trade journal or other broadcasting industry coverage as well as mainstream mention.
- 8) Work with other station management to devise publicity tools, help layout procedural information, and assist in all aspects of station graphics.
- 9) Secure and maintain publicity bulletin boards on campus and in the community.

## III. Staff and Organization:

- 1) Assistant in charge of press releases
- 2) Assistant to oversee flyer preparation, approval, printing and distribution.
- 3) Staff members who:
  - answer listener correspondence
  - design flyers
  - prepare press releases
  - layout masters of station print coverage
  - regularly update KFJC bulletin boards
  - prepare address labels, mail press releases





IV. Coordination with Other Departments:

- 1) With programming to obtain information on station-wide special programming (fund raisers, month of Mayhem, IBS, etc.)
- 2) With public affairs to obtain show descriptions, and special guest or program information.
- 3) With business to obtain trade-out for printing and supplies, and to assist in layout of sales packet or other promotional material.
- 4) With sports to assist in flyer preparation, and to obtain schedules of planned play by play coverage.
- 5) With promotions to assist in all aspects of sale of station merchandise at concert venues.
- 6) With music to provide additional flyers or other materials to mail with the regular playlist.

V. Areas for Future Development or Expansion:

- 1) Develop flyer format for schedule of KFJC programming, and print on a regular basis.
- 2) Actively court local media contacts by inviting them to the station, providing them with additional background on KFJC, arranging on-air interviews when possible, and asking them for input, ideas, contacts to obtain additional visibility for KFJC.
- 3) Contact with other college or commercial stations for exchange of publicity ideas
- 4) Investigate potential of Foothill College Public Relations program, when implemented.



### 1. Pick a subject -- preferably one that interests you.

Desirable subjects are those which aren't hot news items, yet are informational. Ideally, your drop-in should not be out of date a year from now, but some worthwhile topics may be obsolete in a few months.

#### Good topic

How to train your dog  
Meditation  
Cold Cures  
Caffeine  
Farming on the Moon  
How to buy a used car  
Science Fiction Conventions  
New Sound Technology

#### Bad topic

How to roll a joint  
The 35th Anniversary of the Death of Paramahansa Yogananda  
This Year's Flu Epidemic  
How to Shove Coffee Beans Up Your Nose  
The National Enquirer's Predictions for 1987  
Consumer Reports' ratings of this year's cars

Maybe an article in the paper or in a magazine will strike your fancy; maybe an idea will come from reading a flyer or something you hear someone mention in passing. Don't let yourself get stuck with something that bores you or that you can't relate to. For instance, if you've never consumed an alcoholic beverage in your life, *don't* do a drop-in on Australian table wines.

2. If you don't already have an article in hand, you'll need to research your subject. You can usually find informational articles by looking up your subject or related topics in the **New York Times** indexes or the **Reader's Guide to Periodical Literature** at the Foothill College library. Before you write your script, have Public Affairs approve the article.

### 3. Write the drop-in.

This is perhaps the hardest part of all, and often the most time-consuming next to actually recording the piece. Start out with one to four lines of text -- no more than sixteen seconds -- designed to grab the listener's attention. If you don't get them then, they'll go to sleep (or worse -- they'll change stations!).

"HOW IMPORTANT IS IT THAT YOU KNOW CARDIOPULMONARY RESUSCITATION?  
OVER 100 THOUSAND LIVES CAN BE SAVED EACH YEAR IF CPR IS PERFORMED CORRECTLY."

"HERE'S SOME FOOD NOSTALGIA FOR YOU: REMEMBER THE ENERGY CRISIS FROM THE '70'S?  
HERE ARE TWO FOODS -- HOT FOODS -- THAT CAME OUT OF PUBLICATIONS DURING THIS  
ERA. SUPPOSEDLY, YOU CAN MAKE THEM BOTH WITHOUT USING AN OVEN OR STOVE. THESE  
FOODS ARE COOKED USING -- BELIEVE IT OR NOT -- HOUSEHOLD APPLIANCES!"



"MEDITATION HAS BEEN CALLED "THE SCIENCE OF THE SOUL." IT IS A PRACTICAL METHOD THAT LIFTS THE MIND ABOVE THE SUPERFICIAL LEVEL OF COUNTLESS PRESSURES AND WORRIES ONTO A PLANE OF CONSCIOUSNESS FILLED WITH INSPIRATION, ENERGY, PEACE AND JOY."

"SNORING IS FUNNY -- VERY FUNNY -- UNLESS YOU'RE WITHIN EARSHOT OF THE PERSON DOING THE SNORING. UNTIL RECENTLY, DOCTORS CONSIDERED SNORING FUNNY, TOO, BUT SNORING CAN BE A SIGN OF SOMETHING DEATHLY SERIOUS."

The rest of the piece should fill in any questions the listener might have about the subject. Remember, writing styles are different for on-air delivery and for print. Don't just read the article verbatim -- modify it to be understandable to a listener.

The total length of your drop-in should be no less than one minute and no more than three minutes. Should it exceed three minutes, it will be automatically rejected because it won't fit on our carts. If you have a wealth of information, you might try expanding it into a series.

**Hint:** Standard broadcast copy is typed, all-caps and double-spaced. One line of standard broadcast copy is about four seconds long; you can use this to estimate the length of your drop-in script.

Read the script out loud as you're writing it, and again after you've finished your first draft. Some things that looked good to you on paper are guaranteed to not sound quite as good when you hear them.

As you go along, read the script out loud as many times as necessary for you to be comfortable with it and to avoid hesitations while you read. If you find yourself stumbling over or getting caught on a word or a phrase, re-write it. Once you've written your script and are satisfied with it, bring it to Public Affairs for approval.

4. When your script is approved, record it. Before entering the production studio, have in mind what music you wish to use as a bed during the drop-in.

If you use the drop-in reel, record the drop-in at 7.5 IPS. Begin your drop-in at least five counts after the last drop-in on the reel ends (i.e., if the last one finished up at 258, start yours no earlier than 303). Do one take and one take only. If you make a mistake, rewind the tape to the counter you started at and record over your errors. When you've done a take of your drop-in you are satisfied with, time it, note the numbers on the counter of the tape recorder at the beginning and at the end of the drop-in, and enter them into the drop-in notebook.







If you use other tape, record it at 15 IPS and submit it to the drop-in coordinator's box with a production sheet attached.

**Hints:**

- ⓐ **Do** use unfamiliar music.
- ⓐ **Do** use music from any and all genres
- ⓐ **Don't** use something familiar -- the listener will be trying to shut you out so they can listen to the music.
- ⓐ **Don't** try to talk over a clearly discernible vocal. The last thing you need to do is to compete with your background music.
- ⓐ **Do** talk around a clearly discernible vocal if it goes with your subject.
- ⓐ **Do** feel free to use actualities from any interview with authorities in the field. It's a little bit more work, but it adds to the impact.
- ⓐ **Do** feel free to use sound effects or splice in bits from comedy records.
- ⓐ **Do** make an occasional joke if it doesn't get in the way of your subject matter.
- ⓐ **Don't** editorialize. Give your listeners the facts and let them form their own opinions.
- ⓐ **Don't** encourage illegal activities. This could get us into big trouble.
- ⓐ **HAVE FUN!**



The "8 hour book" has three functions in your on-going work at KFJC. These functions are: 1) A worklog of your station activities, 2) A notebook for the Wednesday evening meetings and other training sessions, and 3) A forum for your ideas, criticisms, praise, and overall comments about KFJC operations.

Please use a standard size spiral note book, and follow the instructions below for each function.

**WORKLOG** At least once each week, enter the work you have done for KFJC since the previous entry. Include any special training sessions or tutorials, participation in station projects, airshifts or assistant jock training, station or record library upkeep and maintenance, and weekly department and general meetings. Include activity in other station departments, not just your "headquarter" department. As shown below, the worklog should contain, for each entry, the date of the work, a description of the task, verification by the manager for whom the work was done, an approximation of time spent, and any comments, problems, obstacles, revelations, etc.

**NOTES** Use this section for information presented at the Wednesday meetings. Include procedures, policies, special project information, record release information, or any other material discussed at the series of meetings. Even if a presentation does not seem to relate directly to your current department or station activity, you should record the information for future use.

**COMMENTS** As you progress through your stay at KFJC, you will be exposed to a wide variety of people, procedures, rules, fun, projects, music, information, and many other direct and indirect influences. Please use this section for your reactions, critiques, suggestions, questions, frustrations, inspirations, or any feelings you have about station operations.

On the inside front cover of your 8 hour book, please be sure to include your name, the course number, whether you are a full time student, your major, and whether your grade is important to you. Books will be collected and evaluated twice per quarter at dates announced at least three weeks in advance. If you will be unable to attend the date books are due, please arrange to get your book in ahead of time. No late books will be accepted.

<u>Hours</u>	<u>Description</u>	<u>Comments</u>	<u>Date</u>	<u>Init.</u>
6-8pm	Board op for football	Announcer mic levels uneven, but cues done well	11/13/87	SD
2-3:30pm	Produced SC for KFJC benefit at JJ's	splicing went well, but brakes on reel-to-reel shakey	11/15/87	PD
9-11:45pm	Sold KFJC paraphernalia at OSB co-presents	ran out of earrings and poster-calendars	11/15/87	PD
4-6 am	Record library maintenance	reggae library in good order, but too many mis-filed Cecil Taylor LP's in B library. Heavy album congestion in P section of soundtracks	11/18/87	MD





## THE KFJC PRODUCTION DEPARTMENT

Production Director: David Hill  
Assistant Director: Marlon Kasberg  
IPSA Supervisor: Jeff Yih (41)

The KFJC Production Department plays two major roles. Our primary purpose is to train students in all aspects of the operation of the KFJC production studio. The department is also responsible for all activities associated with the in-house production of the pre-recorded announcements, or spots, to be aired on KFJC.

When a student chooses to become a member of the Production Department, they are trained to operate all of the equipment in the production studio. They will be also be shown techniques that are useful in creating quality production. This will be accomplished through a combination of a formal tutorial given by an authorized staff member, followed by informal "apprentice" sessions with other experienced department members, and, of course, practice.

After the student has been tutored and approved to use the production studio, their name will be added to the Studio Access List. The only persons authorized to enter the production studio are those listed on the Studio Access List, which is posted on the Production Bulletin Board and in the master studio. All other persons are prohibited from entry, except as a Guest; all Guests must have prior approval from the Production Director, or upper-management. Be sure to read the Studio Access and Liability Policy, also posted on the Production Bulletin Board.

A student does not have to join the Production Department to make use of the production studio. In fact, all students should eventually be tutored in, and have a basic working knowledge of, the production studio. If you intend to sign up for the Assistant Jock Program, you should be trained in the production studio beforehand. It will make things a lot easier.

Remember, the best thing about radio production is that it can be a lot of fun. All students are encouraged to be creative and experiment with new ideas. Don't be afraid to ask lots of questions and get experienced staff members to help you with your work. And remember, the possibilities are endless . . .





KFJC PRODUCTION DEPARTMENT  
QUARTERLY REPORT  
SPRING 1987  
July 1, 1987  
David Hill, Director

ATTACHMENT

7

The past quarter has not been particularly spectacular for the Production Department; it was business as usual. No great new policies or programs were put into effect; instead, I have a better idea of what my responsibilities are, and areas which need improvement.

Marlon Kasberg remains Assistant to the Director; he has picked up speed in reviewing and putting up spots, and has gone beyond the call of duty in helping others doing production work (Mattye Ruel, for instance, who is actually seeming to be learning how to do at least adequate spots, thanks in part to Marlon's help.) Other members of the department include Ron Butler, Tami Leach, Jill Kersey, Dan Shoemaker, Rafael Ibarra, Mike Berry, Monique Anderson, Jeff Evans, Dave Kemper, Ted Tahquechi, Alison Victor, Chris Cisper, Mark McKeown, Anthony Ladd, and the likes of Charles Cala, who showed up maybe once for a meeting. At the end of the quarter, Dieter Runge entered the department after completing the Training Program.

In an effort to keep better track of who is doing what and how much, I am devising a system where I will have a roster of all current department members, and all of their work will be recorded along with their attendance records. This may be fairly difficult to organize, as many spots are reviewed and rejected, so Marlon and I are going to have to work together to make sure everyone gets their accomplishments recognized. (Also recorded will be work done by non-department members, as quite a few spots are done by them.) This can also serve as a checklist for signing 8-hour books. With the Kirk O'Connell Scholarship thing going, this may also help in keeping track of the actual amount of work done by the applicants, if this has any bearing on the outcome, and I think it should. I need to review the requirements for applicants of this scholarship, so I can be aware of exactly what we're looking for.

Joe Presti is involved with the Production Department in a special projects capacity; he has not only done needed spots A.S.A.P., he has also shown an eagerness to help out in other ways. He has learned about the reviewing process and how to put up spots, and is now doing these things along with Marlon and me. At this point all spots he puts up are subject to my prior approval until I am satisfied he is doing things properly.



This summer should turn out to be the Summer of the New Production Studio. Marty and Chris Cisper (doing some very worthwhile and commendable work, for once) have been working away, and it looks like sometime in July things may be happening. Chris may be lacking in most areas of production work, but his work with Marty on the new studio more than makes up for that, as far as I'm concerned. Not much more to say about it at this point, except that there will have to be some policies and procedures set. The old studio tutorial procedure may need to be revised as well.

As stated before, this quarter has been mostly business as usual for the department. A lot of spots have gone up, and we have had good response with priority spots (Record Swap, the Month of Mayhem that never was, etc.). Still being investigated are the possibilities of having rotating logos, and a possible written test for department members near the end of each quarter. It's no excuse, really, but I've been busy just trying to keep on top of things. I'm surprised Don Schuerholz was able to stick with it as long as he did, working full-time and all.

For the first department meeting of Summer Quarter 1987, I have devised the KFJC Production Department Evaluation Survey. Besides serving the practical function of serving as a role sheet for the first class and providing phone numbers of department members, this is intended to provide us with an idea of what people's individual goals are, and how they view the department in its present condition. I thought that perhaps it should be anonymous, but I'd like to know where each person stands. They should feel free to be open about any criticisms they may have, and how they feel the department could improve. If they don't like the way I'm handling things, I'd like to know, and I'm certainly not going to hold it against them. Copies of this survey are included along with this report for your perusal. Any comments or suggestions are welcome. Hopefully this can become a regular procedure for the start of each new quarter, and revisions can be made as deemed necessary by the current director.

This report may seem to be lacking, but it's probably because I am, too. I've learned that I need to be more organized than at present if I want the department to become better organized. So chastise me if you must, but don't overdo it or it might backfire. There's a long way to go, but things are maintaining satisfactorily in the meantime.



# KFJC PRODUCTION DEPARTMENT EVALUATION SURVEY

NAME \_\_\_\_\_ DATE \_\_\_\_\_

PHONE \_\_\_\_\_ COURSE# \_\_\_\_\_

We value your views as a member of the Production Department at KFJC. Please answer these questions as thoroughly and as honestly (or ruthlessly, if necessary) as you can. We want to know where you stand in the department, and how we can make this a more profitable learning experience for you.

1. How long (or how many quarters) have you been a member of the KFJC Production Department?
2. What have you personally accomplished in the department? (If this is your first quarter, please mention prior experience and/or work accomplished at KFJC or elsewhere.)
3. What do you want to accomplish that you haven't already? In what areas do you want to learn more? How can we help you to reach your goals?
4. What is your evaluation of the department at this time? What kind of improvements do you think need to be made in the department? At weekly meetings?
5. Any additional comments?









## FOOTHILL COLLEGE

TO: Elizabeth Barkley

FROM: Fred Critchfield *FAC*

DATE: 9/9/86

Your VEA allocation for 1986-87 is \$11,500 to be used for the KFJC production studio to provide student training in the preparation of spot announcements, interviews, short public affairs features, demo tapes, and pre-recorded programs. This will contribute to the improved training of current students and a more efficient assimilation of new students.

Please stay within these guidelines in the use of the VEA funds. If you have any questions, please call me.

rg

cc: Doc Pelzel

*Dean of Technical and Vocational Education*



## RADIO BROADCASTING PROGRAM PRODUCTION TRAINING STUDIO

ITEM	PRICE	DESCRIPTION
1.	\$ 40	PZM microphone
2.	40	PZM microphone
3.	200	AUDIOLAB AT 1200 studio timer
4.	200	AUDIOLAB AT 1200 studio timer
5.	300	VALLEY PEOPLE "Dyna-Mite" compressor
6.	800	TECHNICS SP 10 mk II turntable
7.	800	TECHNICS SP 10 mk II turntable
8.	350	SME 3009R pickup arm for SP10
9.	350	SME 3009R pickup arm for SP10
10.	180	RADIO SYSTEMS DCX-2 RIAA phono preamp
11.	150	AC and speaker cables/connectors
12.	1200	CD sound effects library & index
13.	70	PROBOOM model 51900 boom w/mount
14.	70	PROBOOM model 51900 boom w/mount
15.	350	CARVIN 960-H 2way speaker system
16.	350	CARVIN 960-H 2way speaker system
17.	650	TASCAM DX-40 4 channel dbx reduction
18.	350	TECHNICS SL 1200mkII turntable w/arm
19.	350	TECHNICS SL 1200mkII turntable w/arm
20.	200	GENTNER Microtel telephone interface
21.	600	SONY TCD5m pro audio cassette deck
22.	7000	ITC cart package (1-Delta P,1-Delta RECamp, 3-Omega P cart machines)
23.	900	STRAIGHT WIRE AUDIO studio CD player
24.	500	NIKKO NDC 1000 3 head cassette deck
25.	300	ADC stereo octave graphic equalizer
26.	400	AUDIO LOGIC 4 channel noise gate
27.	350	HAFLER DH120 power amplifier
28.	800	SONY 501ES digital audio converter
29.	1800	JVC BR7000U VHS HiFi video/audio deck
30.	500	KORG programmable digital delay
31.	300	LMR monitor speakers
32.	100	AURATONE "real world" monitor speakers
33.	200	microphone cable/connectors
34.	680	NUMARK DM1750 club mixer
35.	300	microphone stands/booms
36.	150	10 STANTON 500AL phono cartridges
37.	30	microphone windscreens, 2 5pack
38.	90	3 NORTRONICS PF-311 1/4" splicing blocks
39.	100	misc. cleaning fluid, swabs, splicing tape, cart labels, studio supplies
	900	installation labor costs
TOTAL	\$ 23,000	



VEA PROJECT FUNDING  
TITLE II, PART B (INSTRUCTION)

ATTACHMENT 10

ASSIGNED FUNDS \$ 28,800 FOR YEAR 1987-88

BUDGETEER Doc. Pelzel - RADIO BROADCASTING PROGRAM

PURPOSE OF THE PROJECT:

- A. Is the vocational program new? If not, how will the program be improved or expanded?

The expansion of the radio broadcasting program began with phase I last year. In phase I, the production training facility was upgraded to broadcasting industry standard by purchase of new equipment, which also allows for the training of more students than previously possible. Phase 2 of the radio broadcasting program expansion is the addition of training in remote live and tape-delayed broadcasting. This phase will provide students with training in remote engineering, sportscasting, interviewing, field reporting, and music mixing by enabling students to take field equipment to nearly any location in the south Bay Area for coverage.

- B. How will vocational students be served?

Vocational students will be served by the opportunity to obtain a more comprehensive, real-world broadcasting experience. Additional areas of the radio broadcasting program training will be enhanced by the application of this experience to their area. News, sports, public affairs, engineering, promotions, publicity, and business/sales will be among the currently existing areas of training which will be improved.

- C. What special community or industry need will be served and how?

The broadcasting industry has increased use of remote broadcasting in the past few years. Providing this training opportunity will more effectively prepare students for employment. Additionally, the increased visibility of remote broadcasting will yield a higher community awareness of the College and the radio station. And, as been the case with other stations capable of remote broadcasting, the potential for fundraising will increase.





Budget (Approx.) for Expansion of Radio Broadcasting Program Phase 2

Remote Pick-up Unit microwave transmitter, antennas, cables, connectors, etc.	\$7,500
FCC required coordination with Northern Calif. Frequency Coordinating Committee (dues, meetings)	\$ 800
Remote transport and recording studio vehicle	\$10,000
24 Channel mixer, and accessory monitor amps, headphones, speakers, mics	\$8,000
Travel cases, construction materials for van interior modification	\$1,500
Contracted professional services for installation of equipment in vehicle.	\$1,000

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# 28,800





## KIRK O'CONNELL MEMORIAL SCHOLARSHIP

ATTACHMENT 11

DEADLINE FOR APPLICATIONS: OCTOBER 10, 1987

SCHOLARSHIP AWARDED: MIDNIGHT OCTOBER 31, 1987

- ELIGIBILITY:
- 1) Currently enrolled in a Radio Class
  - 2) Enrolled for at least 3 quarters (9 units) prior to completing and application.
  - 3) Minimum 2.0 G.P.A. in all Foothill College classes and all Radio classes

### REQUIRED FOR THE APPLICATION:

- 1) Most recent (completed) 8 hour book.
- 2) A short written essay answering the question:  
Why do you deserve this scholarship?
- 3) 3-6 examples of production:
  - a) 5 minutes total running time.
  - b) on cassette.
  - c) any type of production (i.e. dorp-ins, SC, promos, etc.). Emphasis will be placed on production that has been approved for air-play.

Any of the three requirements may be retracted and then resubmitted before the October 10 deadline. Make sure that your name is clearly visible on all submitted material. This cover page should be attached to your short essay.

NAME: \_\_\_\_\_

S.S.#: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

MAJOR: \_\_\_\_\_

G.P.A.: \_\_\_\_\_

UNIT COMPLETED: \_\_\_\_\_



ATTACHMENT 12

Dear Former KFJC Staff Member:

KFJC has continued to expand the scope of its operation as a non-commercial, volunteer, community service, broadcast training radio station. In the past few years, the station's power has been raised, financial support from both campus and private resources has increased, staff size has doubled, and the visibility and impact of the station have become more significant.

Literally thousands of people have participated in the growth of the station from a no-budget, 10 Watt wonder to its current position of significance in Bay Area broadcasting. The station is currently trying to research some of the gaps in its history, as well as locate former staff members who assisted in the station's development.

Whether you're in broadcasting or not, we request your help in documenting names, dates, and events in the station's past, and/or the current whereabouts of as many staff members as we can trace. Please take a few minutes to fill out the attached questionnaire and mail it to the station.

If you would like a general update on station activities and operations, please indicate on the form, and you'll be contacted shortly.

Thanks in advance for your assistance.

Robert Zepernick II  
General Manager  
KFJC

Doc Pelzel  
Station Supervisor  
KFJC



Date\_\_\_\_\_

## KFJC "ALUMNUS" PROFILE

NAME\_\_\_\_\_

ADDRESS\_\_\_\_\_

PHONE\_\_\_\_\_

(daytime number)

(evening number)

Dates worked at KFJC:

Positions held at KFJC and/or responsibilities:

Current occupation:

Previous jobs in broadcasting or related industry:

People you remember from the station during your participation:

People from the station you are currently in contact with, or know the whereabouts of (whether in broadcasting or not):

Give a brief description of the status of the radio station during your time there, include any significant events in station operation, campus or local politics, or any other "markers" you recall:

If you're curious about the current status of the radio station and would like to be contacted for an update, please indicate the best times to reach you:







FOOTHILL  
COLLEGE

ATTACHMENT 13

Student Activities  
Phone: 415/960-4282

6/17/87

Doc Pelzell  
KFJC  
Foothill College

Dear Doc:

Please express the collective gratitude of the Foothill College Alumni Association and my personnal thanks to the Board of Directors at KFJC for the generous and unprecedented donation to our scholarship fund of \$300.00. This is the largest single contribution the FCAA has received to date and we cannot tell you often or well enough how much your support means to the organization.

KFJC will be remembered in all our scholarship and fundraising publicity and will be held up as an example of what we hope to expect from members and affiliates of the Association.

Again, thank you very much for your exceptionally generous contribution to our scholarship fundraising effort!

Sincerely,

Deva Breisch  
Alumni Affairs Coordinator



## Alumni group plans to award scholarship

By JACK CROWDER

The Foothill College Alumni Association will be awarding the 1st Alumni Scholarship for continuing students this Aug. 13. This \$200 scholarship will be offered to applicants who are 1) currently enrolled this quarter, 2) plan to continue next year at Foothill, and 3) have a current GPA of 3.0 or greater. Applications may be picked up from the Student Activities Office in the Campus Center anytime after June 25.

The deadline for applications is Aug. 6. The funds for this scholarship were donated by the Campus radio station KFJC/FM.

The Foothill Alumni Associ-

ation, which was re-activated in the fall of last year, has dedicated itself to the service of the students, college, and the community of the Foothill Campus.

This scholarship is just one of the many services that the Alumni Association will provide. Among other benefits are: student loans, advisory assistance, guest speakers, programs, special events, employment counseling, and educational equipment to name just a few.

If you know of any former students of Foothill College who would be interested in joining the Alumni Association, have them call the Student Activities Office at 415/960-4282.





THE GATEWAY TO INFINITY,  
ASSOCIATED STUDENTS OF  
FOOTHILL COLLEGE,  
AND KFJC 89.7 FM  
PRESENT:

# EMERALD

FRIDAY  
APRIL 17  
8:00 pm

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LOS ALTOS HILLS  
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EMMY AWARD WINNING ARTISTS

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SYNTHESIZERS & FLUTES

ALSO FEATURING

BARRY CLEVELAND  
ELECTRIC / ACOUSTIC GUITARS

AND

MICHAEL MASLEY  
BOWHAMMER CYMBALOM

VISUAL EFFECTS  
BY  
MULTI IMAGE ARTIST  
MARY WALSH

A NEW AGE BENEFIT FOR KFJC





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WEB**

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AND

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Friday, April 17 8:00 pm

FOOTHILL COLLEGE

KFJC

89.7  
FM

ASSOCIATED  
STUDENTS

OF FOOTHILL  
COLLEGE

GATEWAY TO INFINITY  
Present

EMERALD WEB

with

Barry Cleveland, Michael Masley  
and

Multi-Image Light Show  
by Mary Walsh

NEW AGE BENEFIT CONCERT





THE ASSOCIATED STUDENTS OF  
FOOTHILL COLLEGE



GATEWAY TO INFINITY

Present

**EMERALD WEB**

with

Barry Cleveland, Michael Masley  
and

Multi-Image Light Show  
by Mary Walsh

**NEW AGE BENEFIT CONCERT**



## PERSONNEL

Station Supervisor	Doc Pelzel
KFJC General Manager	Robert Zepernick
New Age Benefit Producer	Rey Perini
Benefit Promotions	Lou York
KFJC Engineering	Marty Preece
KFJC Promotions Director	Jose Scott
KFJC Program Director	Dennis Glines
Benefit Publicity	Kathy Borg
Benefit Sound/Engineering	Jeff Evans
KFJC Publicity	Mick Wasylyshyn
KFJC Traffic Director	Mike Miyake
KFJC Production Director	David Hill
New Age Benefit Artwork	Eddie Fernandez
	Dave Richoux
Gateway to Infinity	Lou York
Celestial Meridian	Phyllis Small
Student Activities	Deva Breisch
Executive Director	
Radio and Television	George Beers

Thanks also to: Rob Lohse, Michele Mantynen, Bob Davis, Alison Victor, Tom Fonner, Dan Shoemaker, Don Surath, Ken Jenkins, Andy Jurian, Wazir Peller, Fred Wells, Brad Stone, Lynn Gold, Dave Gottlieb, Sharan Street, Craig Anderton, Vanessa Else, John Hogle and the staff of KFJC.

## PERFORMANCE SCHEDULE

Introduction : New Age music, KFJC 89.7 FM,  
Gateway to Infinity, Celestial Meridian,  
S.I.N.A.P.S.E. music, and the KFJC New Age  
Benefit; Lou York and Phyllis Small.

Michael Masley : performing on the Bowhammer  
Cymbalom.

Barry Cleveland : Guitar, Effects, Tape Loops,  
and Synthesizer.

Masley and Cleveland : Artistic Collaboration.

Intermission : Beverages courtesy of Crystal  
Geyser Company (sorry, beverages must  
remain outside the theater)\*.

Emerald Web : Flutes, Synthesizers, Digital  
Samplers, Lyricon, and Shakuhachi flute.

Intermission : Beverages courtesy of Crystal  
Geyser Company (sorry, beverages must  
remain outside the theater)\*.

Emerald Web : Flutes, Synthesizers, Digital  
Samplers, Lyricon, and Shakuhachi flute.

\*KFJC paraphernalia on sale , help support  
college radio.

**EMERALD WEB - Synthesizers, flutes,  
Lyricon, Shakuhachi flute.**

Emmy award winning artists **Bob Stohl** and **Kat Epple**, who form the group Emerald Web, create ethereal, progressive music on a wide array of synthesizers, flutes and digital samplers. Emerald Web has released nine albums and a video album. The live concert performance of their special music creates an extraordinary atmosphere. Bob and Kat have been creating music together for over fourteen years, while producing, recording, and engineering their albums in their own studio. This inspiring, flowing music has gained international acclaim.

Records and tapes by Emerald Web are: "Love Unfolding", "Sound Trek", "Dragon Wings and Wizard Tales", "Whispered Visions", "Valley of the Birds", "Aqua Regia", "Nocturn", "Lights of the Ivory Plains" and their video album, "Photonos".

Emerald Web's most recent album, "Catspaw", was released on the Audion record label, and is said to be "defining the new electronic chamber music".

**BARRY CLEVELAND - Effected Guitar and  
Synthesizer.**

Barry weaves sparsely layered threads of bowed guitar lines and tape loops together to conjure up a hypnotic and shimmering effect which is both mesmerizing and intriguing. Barry sports a varied arsenal of effects which expand the vocabulary of his instrument. These include clocked multiple digital delays, tape loops, violin bows, the Thumbo, the Masley Bowhammer, and the E-bow.

He has released "Stones of Precious Water" with Bob Stohl and Kat Epple, "First Frost" with Michael Masley and most recently, "Mythos" considered to be one of the finest CD's released in 1986.

**MICHAEL MASLEY - on the Bowhammer  
Cymbalom.**

Michael had been playing and performing using the traditional hammered dulcimer method for seven years when, in 1980, he began experimenting with different styles of hammering the dulcimer strings. He developed a set of finger hammers with extensions which he calls "Bowhammers". Along with a set of thumbpicks and fingerpicks, he has developed techniques in plucking, hammering and bowing that give the instrument more versatility than it has had in the centuries of its use.

Michael has released a cassette called "Cymbalom Solos", which will be released on compact disc in 1987. He also collaborates with Barry Cleveland on an album called "First Frost".

**MARY WALSH -Multi-Image Projections.**

Mary creates interpretation of landscapes through the use of photographic special effects. She then blends those images with three multi-effect slide projectors onto a single screen, choreographing the "movement" to music. Her multi-image shows have been screened at the Palace of Fine Arts in San Francisco, the Oakland Museum, Kaluanui-Hui Noeau Arts Society and J.W. Cameron Center on Maui, and at the KMC Theater at Volcano, Hawaii.

Two of her slide programs, "Secret Gardens" and "Whispered Visions", have been shown on Bay Area television. In addition, she has produced two forty minute "Enchanted Landscape" video programs. Her still photography has been featured on many album covers including Larry Coryell's "Eleventh House", George Benson's "Jazz on Sunday Afternoon", Mel Graves' "Three Worlds", Denny Zeitlin's "Soundings", and Steven Halpern's "Whisper on the Wind", and "Crack the Sky".



THE FOLLOWING COMPANIES HAVE CONTRIBUTED  
TO THE KFJC NEW AGE BENEFIT CONCERT :

NEW AGE RADIO STATION,  
KLRS 99.1

CRYSTAL GEYSER.

SPARKLING MINERAL WATER

THE GOOD EARTH  
RESTAURANT AND BAKERY

MUNDAY

A N D

COLLINS

INCORPORATED

AUDIO

VISUAL

SERVICES

NEW AGE RADIO PROGRAMS  
IN THE SAN FRANCISCO BAY AREA

Mon - none

Tues - 11-12pm KKCY 98.9fm "City Synthesis"

Wed - 10-1pm KFJC 89.7fm "Celestial Meridian"

10pm KALW 91.7fm "New Sounds"

Thurs- 10-1pm KKUP 91.5fm "Adventures in  
Consciousness"

10pm KALW 91.7fm "Soundscape"

Fri - 7-10am KKUP 91.5fm "Click Track"

noon-2 KKUP 91.5fm "Mystic Music"

Sat - 2-4am KCSM 91.1fm "New Frontiers"

4-5am KCSM 91.1fm "Totally Wired"

7-8am KCSM 91.1fm "Music from the  
Hearts of Space"

10pm KALW 91.7fm "Music from the  
Hearts of Space"

Sun - midnt-2 KPFA 94.1fm "Obsidian"

8-10am KKUP 91.5fm "Neptune Currents"

1-4pm KFJC 89.7fm "the Gateway to  
Infinity"

2-6pm KKUP 91.5fm "Changes"

9-10pm KQED 89.5fm "Music from the  
Hearts of Space"

9-11pm KSJS 90.7fm "Silicon Sensations"

9:30-10 KALW 91.7fm "New Music Notes"

11-midnt KPFA 94.1fm "Music from the  
Hearts of Space"

Also, KLRS 99.1fm broadcasts New Age  
music 24hrs/day, 7days/wk !







ATTACHMENT 16

Radio and Television Communications  
Executive Director: 415/960-4489  
Access Los Altos: 415/960-4616  
KFJC/FM: 415/960-4620

April 21, 1987

Doc -

Annie and I very much enjoyed the Emerald Web concert last Friday night. I'm convinced that New Age is not the only kind of programming I'd like to associate with KFJC, but it's a great asset to the mix, and seeing concerts like this one in the auditorium send a wonderful message to the campus about our commitment to diversity. Great work - thanks!

George





FOOTHILL  
COLLEGE

ATTACHMENT 17

TO: Doc Pelzel  
FROM: Bernadine Chuck Fong  
DATE: June 25, 1987  
RE: Writing Across the Curriculum

Dorothea and Peggy have just shared with me their end of the year report on our Writing Across the Curriculum program. I wanted to personally tell you how pleased I am that you have been involved in the project. I want you to know that this program is top priority for the college. I hope that your example will provide the incentive and encouragement to others to participate in Writing Across the Curriculum. Again, thank you for your efforts.



October 29, 1986

KFJC Staff  
Foothill College

Attention: R. "Doc" Pelzel, Station Supervisor  
R. Zepernick, II, General Manager  
Denise Rivers, Music Director

Dear KFJC:

Thank you for your special voluntary contribution of \$100 to the YES on Proposition 56 campaign. You made it possible for us to reach our goal! It is encouraging to both of us that you and so many others in the Foothill family have recognized the importance of the passage of Prop. 56 to Foothill and other California community colleges.


Passage will mean funding of capital improvements long overdue on our campus and many others. These improvements, already authorized by the State Chancellor's office and the Legislature and waiting only for adequate funding, will significantly enhance our ability to better meet the learning needs of the communities we serve and make the campus facilities a safer and more comfortable environment for students, faculty and staff.

We deeply appreciate your joining us in this most important effort to gain passage of Proposition 56.

Sincerely,



Thomas H. Clements



Mona L. Spicer







# The Birth Place

December 15, 1986

ATTACHMENT 19

## Executive Director

Wenda Brewster O'Reilly, Ph.D.

## Executive Committee

Mills, CNM  
President

Joseph Hopkins, MD  
Secretary

Creedy, MD  
Medical Director

## Advisory Committee

Tha Chan, LM FCC  
Family Counselor

Ela Eakins, Ph.D.  
Medical Sociologist

Garet Emrey, MS  
Health Program Consultant

E Ercolani, CPA  
Accountant

ine Goldberg  
Systems Consultant

mary Mann, CNM, JD  
Nurse-midwife

a May, LM FCC  
Psychologist/Researcher

n McQuaide  
Real Estate Consultant

McQuaide  
Childbirth Educator

ina Morris, JD  
Attorney

ryn Newburn, RNC, BSN  
Childbirth Educator

unie Powers, MBA  
Management Researcher

a Ranieri, MBA  
University Relations Manager

Mr. John Porter  
KFJC  
Foothill College  
12345 S. El Monte Road  
Los Altos Hills, CA 94022

Dear John,

Thank you for having me as a guest on KFJC. I enjoyed the opportunity to meet you and to let your listeners know about The Birth Place.

Thank you also for the suggestion that we run public service announcements on your station. I will write one in the next few days and send it to the station.

Thanks again to you and Don.

Sincerely,

Wenda Brewster O'Reilly



the  
great



american  
smokeout

ATTACHMENT 20

November 7, 1986

Michael McCarty  
Public Service Director  
Foothill College  
12345 El Monte Road  
Los Altos Hill, CA 94022

Dear Michael,

The American Cancer Society "Great American Smokeout" is drawing near. I appreciate the time that you and Doc Pelzel have taken to research our "Star Quest Proposal." Doc Pelzel informed me that you will be doing some PSA's for the "Smokeout." Thank you for helping make the "Smokeout" a success.

Sincerely,

*Gail Paccioretti*

Gail Paccioretti  
Volunteer  
(408) 274-4929 H

Terri Spice  
Communication Director  
(408) 287-5973





# MAYER LABORATORIES

March 6, 1987

John Porter  
KFJC 89.7 FM Foothill College  
12345 El Monte Road  
Los Altos Hills, CA 94022

Dear John:

Thank you very much for the opportunity to appear as guest on your show "Brain Waves." I truly enjoyed myself and feel we made quite a social contribution by disseminating accurate, nonhysterical information regarding safe sex in a time when the general public is in quite a panic.

I also want to compliment you on your excellent skills as a radio interviewer. You were well prepared, articulate around the topic, humorous and entertaining. The sense that time went so quickly is a true reflection on how enjoyable it was for me to work with you.

I would appreciate a copy of our show. Thank you again for the opportunity, and perhaps we will have another chance.

Sincerely,

David P. Mayer  
President

DPM:b





# Sequoia Union High School District

JAMES AVENUE, REDWOOD CITY, CALIFORNIA 94062

Administrative Offices (415) 369-1412

DEPARTMENT OF SPECIAL PROJECTS

## BOARD OF TRUSTEES

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MERLE D. FRUEHLING  
Superintendent

WILLIAM VINES  
Director

ATTACHMENT

22

November 25, 1986

Hawkeye José Scott  
Station KFJC-FM  
Foothill College  
12345 El Monte Road  
Los Altos Hills, CA 94022

Dear Hawkeye Joe:

Thanks so much for your help in making our November 20th  
Hispanic Parents from Carlmont High School meeting such a  
success.

Reading our public service announcement over KFJC-FM made a  
difference in our attendance. Our parents and students as  
well as we educators gained from your efforts on our behalf.

Thank you, Hawkeye Joe and KFJC.

Sincerely,

*William Vines*  
William Vines, Director  
Special Projects

*Maria Romero-Thomas*  
Maria Romero-Thomas  
Bilingual Counselor





GIRL SCOUTS

Girl Scouts of  
Santa Clara County  
1543 Parkmoor Plaza  
P.O. Box 28527  
San Jose, CA 95159-8527  
(408) 287-4170  
(415) 968-8396

February, 1987

Dear ~~Friend~~,

Mr. Pelzel

We are very pleased that you have agreed to participate in our "Walk-A-Day-In-My-Shoes" career week March 16-20 by inviting a Girl Scout to visit with and observe you for a day at your place of work on Friday, March 20th

The planning committee has attempted to match the participating Girl Scouts with adult sponsors whose fields of expertise fit the girls' career interest. Assigned to you will be:

<u>Alexandra Dumas</u>	<u>11</u>	<u>16</u>
Name	Grade	Age
	<u>ad Castilleja</u>	

Name	Grade	Age	Phone
------	-------	-----	-------

Our goal is to have the girls spend an entire day to acquire a realistic impression of what your job is like. We want them to see both the positive and the less-than-exciting aspects of your work, and how your work influences your professional and private lives. The girl(s) will want to know about the educational requirements for your type of work, related fields and whatever "inside scoop" you might be able to share regarding preparation for a career in your field. Whenever possible hands on experiences are appreciated by the girls.

Please fill out and mail the enclosed green postcard(s) to the girl(s). If an emergency arises and you cannot keep this commitment, please let both the girl(s) AND me know as soon as possible.

Enclosed is your invitation to our Walk-A-Day Thank You Dinner on Thursday, March 19, 6 p.m. at the Church of the Valley, 400 N. Winchester, Santa Clara. The cost is \$5. We hope you can join us to hear the girls share their many experiences. Feel free to extend a dinner invitation to co-sponsors or other persons interested in our program. Please RSVP on the enclosed pink postcard by March 10.

There is great anticipation among the girls for this career exploration day. We hope the experience will be meaningful for both of you.

Thank you again.

Theresa Cearley  
Walk-A-Day Coordinator  
(408) 274-6475

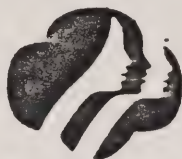
TC/scm

Encs: 2



A United Way Agency





GIRL SCOUTS

Girl Scouts of Santa Clara County gratefully acknowledges

Robert Pelzel

for participation as a WALK-A-DAY career sponsor. You have made a valuable contribution to Girl Scouting and to the future of our Community.

Theresa Cearley

Walk-A-Day Coordinator

3/87

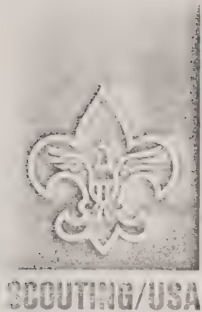
Date

Brenda Plunkett

Council President







# BOY SCOUTS OF AMERICA

## STANFORD AREA COUNCIL

1305 Middlefield Road, Community Center, Palo Alto, California 94301 · 3397  
(415) 327-5900

May 27, 1987

ATTACHMENT 24

Doc Pelzel  
KFJC Radio  
12345 El Monte Road  
Los Altos Hills, CA 94022

Dear Doc:

Thank you very much for taking the time to speak with the students at Mountain View High this morning.

I think they enjoyed hearing about various careers or hobbies in communications. You gave them some new perspectives. Perhaps some of them will visit the station to learn more from you.

Thanks again, Doc. I will be in touch in the near future to discuss the possibility of an Explorer Post at KFJC.

Sincerely,

Megan A. Sacco  
Exploring Division Executive

/mvz



A United Way Agency



## FOOTHILL COLLEGE PROGRAM REVIEW: RADIO

COMMITTEE

Doc Pelzel, Committee Chairman and Program Faculty  
Elizabeth Barkley, Manager  
Denny Berthiaume, At-Large Faculty  
Jim Tuell, At-Large Faculty

QUALITATIVE ANALYSISPhase I: Program Goals

The goals of the Radio Broadcasting Program are closely connected with those of the campus educational radio station KFJC-FM. Through both traditional classroom instruction and hands-on radio laboratory experience, students are able to receive a theoretical and practical broadcasting education. While specialization is not discouraged, emphasis is placed on participation in as many of the station's thirteen departments as possible. Generally prioritized, the overall goals are:

## A. Curricular

1. To provide vocational training for students pursuing a career in radio broadcasting or a related industry.
2. To provide a vehicle by which students transferring to four year colleges may obtain broadcasting background to satisfy comparable degree requirements in communications majors at those colleges.
3. To increase the comprehensiveness of the District's range of educational programs.

## B. Non-Curricular

1. To provide a community broadcast service offering a unique and diverse schedule of information and entertainment programming.
2. To provide an activity for Foothill students of all disciplines to develop their communications, business, artistic, and technical skills.
3. To increase the visibility of the College and represent the College in a positive public relations manner through radio broadcasting to the community.



4. To reach a segment of the community not reached through other college publicity vehicles, thereby enabling the district to serve a larger and broader community.

## Phase II: Program Review and Report

### 1. Creativity/Self Expression .8

In a commercial station, microphone breaks are strictly formatted and the disc jockey is told which music to play. KFJC provides guidelines with indicators on what kinds of breaks to do and what kinds of music to select, but the station allows much more choice about every aspect of handling the air shift. Programmers receive sufficient training in program development and standard break procedures to be able to function in the industry, but are given enough options to develop individual performance personality and style. So, two shows in the same genre will sound quite differently depending on the particular disc jockey.

### 2. Health/Physical Development .0

Does Not Apply

### 3. Citizenship .6

At a radio station, one is required to make certain moral or artistic choices and then accept the consequences of these choices, i.e., selection of music which may include profanity, evaluation of the validity of news sources, etc. This teaches a sense of responsibility. Teamwork and the responsibility of each individual to the station as a whole and to the College, FCC, audience, and sponsors are discussed weekly at staff meetings. The student is required to work within the team to further common goals of the station while retaining his/her sense of self-expression, individual freedom, and integrity. Additionally, because KFJC is a "fringe station"---devoted to supporting non-commercial programs---the student is constantly facing the consequences of taking risks required to be on "the cutting edge." This situation challenges the individual's own value system, an important component of citizenship.

### 4. Meeting Public/Community Interest .9

Meeting public interest is achieved through announcements for health and safety, announcements of community activities, discussion of community issues, and the opportunity to be interviewed or to deliver a message. Because of its non-commercial status, KFJC provides a forum





for all community segments, many of which do not have this access through traditional, commercial vehicles.

#### 5. Prep for College and Other Programs .5

There is a higher proportion of lecture experience to laboratory experience at KFJC than at other schools. This proportion is both positive and negative. It is positive in that students in the KFJC program have more hands-on experience and may more easily find a job immediately following their KFJC experience (e.g., a KFJC student recently competed for an internship at KCBS against many students from other programs, including students from San Francisco State, and received the internship primarily because of the hands-on experience she received at KFJC). It is negative in that students do not receive as much individualized and "textbook" training, and hence may have more difficulties when they transfer to a four year institution. This needs to be evaluated more thoroughly in context of expectations of the four year institutions and of the broadcasting industry.

#### 6. Growth and Development of Skills .9

This area seems especially relevant to a student's experiences at KFJC, as the purpose of the program is to develop skills to function in one of KFJC's 13 departments such as news, engineering, sales, etc. Additionally, many students enter the program with a specifically defined goal ("I wanna be a DJ") and become involved in different station areas as they develop new skills such as promotions, sales contracting, broadcast journalism, etc. The station's wide spectrum of departmental activity provides for both refinement of existing skills and development of new skills.

#### 7. Training for Employment .9

This is a stated primary goal for the program. Graduates are qualified for many entry level industry positions, although strong competition for jobs in the Bay Area may require relocation. Students are also advised to complete a four year college program to increase their opportunities for advancement. Quality in most areas of the program has been verified by former students now in the industry, by the Intercollegiate Broadcasting System, by favorable support from the community, and by media and industry coverage. Of the eleven California community colleges which have on-air radio stations, Foothill has the most thorough and cost effective practical radio broadcasting program.

#### 8. Acquaintance with Methods of Science and Technology .5

The station's operations provide numerous opportunities for students to utilize high technology broadcasting equipment.



(Multi-input audio consoles, reel to reel decks, and transmitter control equipment are among prime examples.) Recent upgrades in the equipment in master control and production studios have brought Foothill's program up to current industry standard in these areas. (Other areas such as news and remote broadcasting are weak primarily due to lack of technological equipment.) Acquaintance with methods of science is not applicable.

#### 9. Historical, Cultural, and Artistic Appreciation .6

This component is difficult to evaluate because KFJC's pursuit of non-commercial, alternative programming attempts to meet community interest and "fill the void" that is not offered elsewhere in radio. More conventional "historical, cultural, and artistic appreciation" programming is available on other radio stations.

#### Phase 3: Program Report

The Program Review format, while comprehensive in many respects, does not address several topics which the committee feels are significant to the program's evaluation. These issues are:

1. An appropriate level of funding needs to be approved to support the station's needs for equipment and support personnel.
2. The radio program needs to be seen as both a vocational education training program and an FCC (Federal Communications Commission) licensed broadcast station. There is sometimes difficulty in reconciling the goals of these two (and on occasion conflicting) functions. For example:
  - a) A volunteer, student-run station is not always able to maintain the same quality level as a station run by paid, professional staff. For example, staff positions such as IPSA (Institutional Public Service Announcement) Coordinator, Statistic Compiler, and Interview and Disc Jockey Trainer require a level of experience, maturity, and accountability not guaranteed by students.
  - b) The interests of the College management (to support a radio station that will represent the college in a positive and educational manner to the community) and the community (to have access to a variety of non-traditional programming) may be in conflict.

To reconcile this dual function, it is recommended that:

- a) Where possible, experienced station members be used to provide thorough and individualized training for students.



Responsible community volunteers be used to balance the level of student participation.

b) Continued efforts be made to heighten the awareness of all involved of the dual function and to attempt to develop mutually beneficial goals.

### QUANTITATIVE ANALYSIS

#### 1. Fall Quarter Productivity

(1982)  $\frac{1659}{135950} \times 100 = 1.22\%$

(1983)  $\frac{1567}{144960} \times 100 = 1.08\%$

(1984)  $\frac{1093}{148863} \times 100 = .73\%$

(1985)  $\frac{1026}{152164} \times 100 = .67\%$

(1986)  $\frac{1521}{149851} \times 100 = 1.02$

#### 2. Retention Rate

90.63

The study is divided into day and evening sections. The day section shows a 64% retention from 3rd week to final day, but a 94% retention from the 3rd week to the 7th week. The evening total retention rate is 96.20% from the 3rd week to final day.

This trend indicates a high loss between the 7th week and final day in the day program, which probably is due to day students transferring into the evening laboratory courses once they feel they are able to participate in the operation of the station.

#### 3. Cost/ADA

Program: 1152.08\*

College Average: 1240.53

\*Correction of 1420.37 erroneously reported.

#### 4. WSCH/FTE (Fall 1986)





Radio Broadcasting Program	713
State Average	404
Campus Average	586

Statistics to Winter 1986 reflect combined Radio and Film/TV figures. Fluctuations in WSCH and WSCH/FTE ratios are likewise a combination of the two programs. Additionally, since Winter 1986 student activity in Radio "Special Projects" (which enrolls as many as 12 students) has been reflected in the Film/TV "Special Projects."

#### 5. Personnel Intensity

Level Three, due to a combination of about 40% of courses (Fundamentals of Radio Broadcasting and Survey of Electronic Media, requiring low teacher student ratio, and about 60% (The Radio 90 Laboratory series) allowing high teacher student ratio.

#### 6. Capital Intensity

Level Two, because over three-fourths of the major courses taught in the program cannot be taught without the extensive use of expensive specialized equipment. (Audio consoles, microphones, amplifiers, turntables, reel to reel tape decks, modulation monitors, etc. for Radio 90 Laboratory series, and small mixer for Fundamentals of Radio Broadcasting.

#### 7. Projected Outlook

A slight increase in enrollment is predicted. With completion of the production studio facilities and acquisition of the projected remote broadcasting unit, additional student training will be possible. With the additional visibility to the community generated by remote broadcasting from nearly any location in the south bay, additional awareness of the radio program and the college will yield increased enrollment.

The station's increasing involvement with student government and other campus groups should also contribute to a rise in enrollment. A primary limiting factor is support staff for regular clerical and secretarial work required by a broadcasting operation of the size and scope of KFJC.



# CALIFORNIA COMMUNITY COLLEGE FM RADIO STATIONS

ATTACHMENT 26

## Fremont

**\*KOHL(FM)**—Sep 23, 1974: 89.3 mhz; 100 w. Ant minus 60 ft. Box 3909 (94539). (415) 657-5645 Fremont-Newark Community College Dist. Format: Modern contemp, instructional. ■ Robert Duchterman, gen mgr; Steven Peterson, chief engr.

## Hayward

**\*KCRH(FM)**—April 10, 1981: 89.9 mhz; 19 w. Ant minus 135 ft. 25555 Hesperian Blvd. (94545). (415) 786-6954. South County Community College District-Cabot College. Format: Var. Spec prog: Classes 12 hrs wkly. ■ Daniel Denton, gen mgr & chief engr; Stanley Lichtenstein, prog dir.

## Mission Viejo

**\*KSBR(FM)**—May 7, 1979: 88.5 mhz; 600 w. Ant 600 ft. Stereo Box 3420 (92691). (714) 831-5727. Saddleback Community College District. Net: NPR. Format: Jazz. ■ Larry P. Stevens, pres; B. Weisgerber, gen mgr; W. Deacon, prog dir; Stephen Van Wagoner, chief engr.

## Pasadena

**KALI(AM)**—See San Gabriel.

**\*KPCC(FM)**—September 1957: 89.3 mhz; 3.8 kw. Ant minus 520 ft. (CP 700 w, Ant 2,758 ft.). Stereo. 1570 E. Colorado Blvd. (91106) (818) 578-7231. Pasadena Area Community College District Board of Trustees. Net: NPR. Format: Jazz. Spec progs: Ger 5 hrs, Gr 1 hr, American Indian 1 hr, Pol 1 hr, Sp 1 hr wkly. ■ Robert Miller, gen mgr; Larry R. Shirk, prog dir; Gary Nissley, mus dir; Frank Whiteley, prom mgr; Larry Mantle, news dir; Gene Stough, chief engr.

## San Bernardino

**\*KVCR(FM)**—December 1953: 91.9 mhz; 24.5 kw. Ant minus 320 ft. Quad. 701 S. Mt. Vernon Ave. (92410). (714) 888-6511 (night 888-6518). San Bernardino Comm. Col. Dist. Net: NPR, Am Pub. Format: Class. Spec progs: Black 10 hrs, Sp 1 hr, bluegrass 6 hrs wkly. ■ Dr. Richard Jones, chancellor; Thomas Little, gen mgr; Steve Ward, opns mgr; Lew Warren, prog & opns dir; Nancy Sidhu, mus dir; Bill Eason, asst prog & opns dir; Roger Funk, chief engr. ■ \*KVCR-TV affil.

## San Diego

**\*KSDS(FM)**—September 1952: 88.3 mhz; 830 w. Ant 170 ft. Stereo. 1313 Twelfth Ave. (92101). (619) 230-2421. San Diego Community College District. Format: Jazz. ■ James Dark, gen mgr; Hope Warren Shaw, prog dir; Mary Sorrentino, prom mgr; Doug Vernon, news dir; Larry Quick, chief engr.

## San Mateo

**\*KCSM(FM)**—October 1964: 91.1 mhz; 14 kw. Ant 330 ft. 1700 W. Hillsdale Blvd (94402). (415) 574-6427. San Mateo Community College District. Net: NPR. Format: Class. jazz. ■ Stewart Cheifet, gen mgr; Victor Wheatman, stn mgr; Michael Davidson, prog dir; Bonny Atkins, prom mgr; Bill Fox, chief engr. ■ \*KCSM-TV affil.

## Santa Monica

**\*KCRW(FM)**—Jan. 1, 1946: 89.9 mhz; 6.9 kw. Ant 1,110 ft. Stereo. 1900 Pico Blvd (90405) (213) 450-5183. Santa Monica College District (acq 8-3-76). Net: NPR. Format: Eclectic, news. Spec progs: Class reggae, African, contemp jazz, Latino. ■ Ruth Hirschman, gen mgr; dir, Mitchell Harding, opns, Tom Schnabel, mus dir; Jacqueline Des Lauriers, community affrs & prom mgr; Tom Struther, prod dir; Georgia Griggs, membership dir; John Huntley, chief engr.

## Stockton

**\*KSJC-FM**—April 1, 1972: 89.5 mhz; 18.6 w. Ant 106 ft. Stereo. 5151 Pacific Ave. (95209). (209) 474-5525. San Joaquin Delta Jr College District. Net: MBS. Format: Varied pub affrs. ■ David Steele, pres & gen mgr; William L. Bischoberger, asst mgr & chief engr.

## Walnut

**\*KSAK(FM)**—Jan 10, 1974: 90.1 mhz; 3.5 w. Ant 46 ft. 1100 North Grand Ave. (91789). (714) 595-1166. Mount San Antonio Community College District. Format: Adult contemp, top-40, AOR. Spec prog: C&W 3 hrs, jazz 3 hrs wkly. ■ Dr. John Randall, pres; Philip S. Markell, opns dir; John Czimbai, gen mgr, sports & news dir; Rod Wheeler, chief engr.



Analysis of Diary Mentions  
(Produced by RRC, INC)  
SOURCE: ARBITRON

	P12+	Teens	A18-24	A25-34	A35-49	A50+
<b>** KALW-FM</b>						
Diary Mentions	52	0	1	14	26	11
Composition (%)	100	0	2	27	50	21
Index	100	0	18	123	185	70
Reach (%)	1	0	0	1	1	1
<b>** KBBF-FM</b>						
Diary Mentions	8	1	2	4	1	0
Composition (%)	100	13	25	50	13	0
Index	100	130	227	227	48	0
Reach (%)	0	0	0	0	0	0
<b>** KCDS-FM</b>						
Diary Mentions	16	1	1	0	11	3
Composition (%)	100	6	6	0	69	19
Index	100	60	55	0	256	63
Reach (%)	0	0	0	0	1	0
<b>** KCLB-FM</b>						
Diary Mentions	2	0	1	1	0	0
Composition (%)	100	0	50	50	0	0
Index	100	0	455	227	0	0
Reach (%)	0	0	0	0	0	0
<b>** KCSM-FM</b>						
Diary Mentions	37	0	0	13	14	10
Composition (%)	100	0	0	35	38	27
Index	100	0	0	159	141	90
Reach (%)	1	0	0	1	1	0
<b>** KFJC-FM</b>						
Diary Mentions	35	4	10	11	9	1
Composition (%)	100	11	29	31	26	3
Index	100	110	264	141	96	10
Reach (%)	1	1	1	1	0	0
<b>** KPFA-FM</b>						
Diary Mentions	92	5	2	26	46	13
Composition (%)	100	5	2	28	50	14
Index	100	50	18	127	185	47
Reach (%)	1	1	0	2	3	1
<b>** KQED-FM</b>						
Diary Mentions	226	6	11	45	81	83
Composition (%)	100	3	5	20	36	37
Index	100	30	45	91	133	123
Reach (%)	3	1	1	3	4	4
<b>** KSJS-FM</b>						
Diary Mentions	34	5	13	10	4	2
Composition (%)	100	15	38	29	12	6
Index	100	150	345	132	44	20
Reach (%)	0	1	2	1	0	0





MARKET SUMMARY INCLUDING

BLACK AND HISPANIC AND SAN JOSE AND SANTA ROSA METRO BREAKOUTS  
AND COUNTY BREAKOUTS FOR ALAMEDA, MARIN, SAN FRANCISCO AND SAN MATEO  
PLUS BREAKOUT OF WEEKDAY MONITORADIO  
(PRODUCED BY RRC, INC)

ARBITRON                      SAN FRANCISCO                      1987  
   WINTER

PERSONS 12+ IN TSA  
SAMPLE SIZE = 6825                      POPULATION(00) = 77879

STATION/DAYPART			AVERAGE QUARTER-HOUR AUDIENCE		CUME AUDIENCE	
			(00)	RTG	(00)	RTG
W-FM	#	M-SU 6AM-MID	20	0.0	663	0.9
F-FM	#	M-SU 6AM-MID	16	0.0	104	0.1
M-FM		M-SU 6AM-MID	13	0.0	407	0.5
A-FM		M-SU 6AM-MID	40	0.1	1194	1.5
D-FM		M-SU 6AM-MID	109	0.1	2463	3.2
LYSIS 1			199	0.3	3766	4.8
F-FM		M-SU 6AM-MID	8	0.0	270	0.3
C-FM		M-SU 6AM-MID	11	0.0	300	0.4
S-FM		M-SU 6AM-MID	7	0.0	272	0.3
B-FM		M-SU 6AM-MID	2	0.0	26	0.0
S-FM		M-SU 6AM-MID	11	0.0	221	0.3
LYSIS 2			39	0.1	1043	1.3
W-FM	#	M-SU 6AM-MID	20	0.0	663	0.9
M-FM		M-SU 6AM-MID	13	0.0	407	0.5
LYSIS 3			34	0.0	1004	1.3
W-FM	#	M-SU 6AM-MID	20	0.0	663	0.9
D-FM		M-SU 6AM-MID	109	0.1	2463	3.2
LYSIS 4			129	0.2	2809	3.6
M-FM		M-SU 6AM-MID	13	0.0	407	0.5
D-FM		M-SU 6AM-MID	109	0.1	2463	3.2
LYSIS 5			123	0.2	2690	3.5

AUDIENCE ESTIMATES ADJUSTED FOR ACTUAL BROADCAST SCHEDULE.



**Friday Afternoon - 4:30 to 6:00 p.m.**

**Underwriting** East Room - 2nd Mezzanine  
Grand Ballroom level

**Jazz Programming Panel**  
West Room - 2nd Mezzanine  
Grand Ballroom level

**The Future of Radio**  
Washington Room - Mezzanine level

**Local News & Newswriting**  
Hartford Room - Mezzanine level

**Minorities in Broadcasting**  
Boston Room - Mezzanine level

**Program Syndication**  
Buffalo Room - Mezzanine level

**Carrier-Current: Making It Work**  
St. Louis Room - Mezzanine level

**Carrier-Current Sales & Promotions**  
Sutton Suite - first floor (take elevator)

**Resume Workshop**  
Town Room - first floor (take elevator)

**4:30 to 6:00 p.m.****Underwriting**

East Room - 2nd Mezzanine/Grand Ballroom level

Each year, stations express an increasing interest in methods of generating funds from external sources to supplement funds received from student government or elsewhere within the school or college. Liberalization of FCC rules has heightened interest still further. This panel will discuss some methods which have already proven successful and might be adapted to your situation. Also, some potential problems will be mentioned to help you avoid mistakes.

Mike Keith - Director of Radio/TV, Dean Jr College, Franklin, Mass.  
Doc Pelzel - Station Supervisor, KFJC/FM, Foothill Community College.  
Los Altos Hills, CA

**4:30 to 6:00 p.m.****Jazz Programming Panel**

West Room - 2nd Mezzanine/Grand Ballroom level

Jazz can be a strong programming attraction for college radio stations. It's one of America's original art forms and virtually ignored by most commercial stations. This session discusses the importance of jazz and how to improve your station's jazz programming.

Turk Van Lake - WSLA/FM, College of Staten Island, NY  
Susan Levin - Manhattan Records  
Garry Walker - Jazz DJ, WBGO (FM), Newark, NJ  
John Murphy - General Mgr, WHUS(FM), Univ of Conn; mbr, IBS Bd of Directors  
Moderator:  
Greg Adamo - General Mgr, WSLA (FM), College of Staten Island, NY

**4:30 to 6:00 p.m.****The Future of Radio**

Washington Room - Mezzanine level

The medium of radio has experienced monumental changes over the course of the past several years. From ownership to programming, from research to technology to economics, the foundations of radio have changed in ways not witnessed since the inception of the aural medium. Our panel of radio "philosophers" will offer some possible scenarios for the future. They invite your comments as to how you feel college and noncommercial radio will affect and be affected by these developments.

Vin Scelsa - Air Personality, WXXR/FM, New York  
Wayne Robins - Pop Music Critic, Newsday

Moderator:

Norm Prusslin - General Mgr, WUSB/FM, SUNY/Stony Brook, NY  
Chairman, IBS Board of Directors

**4:30 to 6:00 p.m.****Local News & Newswriting**

Hartford Room - Mezzanine level

The importance of local news, especially since FCC de-regulation. The basics of local news reporting: how to work a "beat", how to deal with local officials and townscpeople, how to write local stories so they don't sound too provincial, and how to tie the local stories to national stories.

A common complaint by broadcasters about those seeking jobs in news is that they don't know how to write. This session will also cover some of the basics, some common mistakes, and some suggestions about how to write news for the ear instead of the eye. Also, how to avoid cliches, like those often found in many of these session descriptions.

John Stemplin - WEBR, Buffalo, NY  
Sharon Ann Rankins - News Reporter, WTBX/WNVZ, Utica, NY  
Doug Bell - WCSM, Huntington, NY

Moderator:

Paul James - News Director, WPPX/FM, New York

**4:30 to 6:00 p.m.****Minorities in Broadcasting**

Boston Room - Mezzanine level

Free form discussion with several minority broadcasters. Participants are invited to ask questions and exchange ideas on strategies for minority involvement in the broadcast industry.

Moderator:

Nat Phillips - President, Radio Resources Network  
member, IBS Board of Directors  
additional panelists to be announced





# ktru rice radio

24 March, 1987

Dear Mr. Pelzel:

I want first to thank you for speaking and underwriting at the IBS convention.

I found your ideas very helpful and interesting and am currently working on implementing some of your suggestions.

You mentioned that KFJC has a "sales packet" that you can send out.

I would very much appreciate your mailing us one, and when I get one put together, I'll send you a copy.

Thank you very much!

Michael H. Moore

Director of development







ATTACHMENT 30

**The Museum of Broadcasting**

1 East 53 Street  
New York, New York 10022  
Phone (212) 752-4690

November 26, 1986

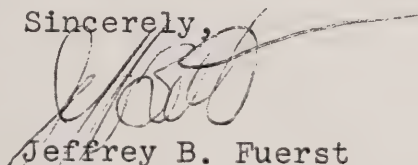
Dear Doc:

I wanted to follow up our conversation of a few weeks back and thank you for getting your special compilation from the "Louie, Louie" marathon to The Museum of Broadcasting.

As we discussed, I'm also interested in a compilation of the local news coverage of the event which will best document the effect of the marathon.

I look forward to the materials.

Sincerely,



Jeffrey B. Fuerst  
Associate Curator

Mr. Doc Pelzel  
KFJC - Foothills College  
12345 El Monte Road  
Los Altos, CA 94022

**BOARD OF TRUSTEES**

William S. Paley, Chairman  
CBS Inc.

Robert M. Batscha  
Museum of Broadcasting

Thornton F. Bradshaw  
RCA Corporation

Edward O. Fritts  
National Association of Broadcasters

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Pierpont Morgan Library

Robert W. Sarnoff

Grant Tinker  
National Broadcasting Company

Thomas H. Wyman  
CBS Inc.



- 12" LPs & EPs -

Descendents  
Das Damen  
Rose of Avalanche  
Tankard  
Sally Timms & the Drifting Cowgirls  
The Connells  
The Flowerpot Men (EP)  
Butthole Surfers  
Revolting Cocks (single)  
Hula (single)  
Redd Kross  
Elliot Murphy  
Moscow Jarheads

- Library Adds -

Spandau Ballet  
Thompson Twins  
Cabaret (soundtrack)  
Some Kind of Wonderful (soundtrack)  
Star Wars (soundtrack)  
Bernard Herrmann (soundtrack)  
Thunderball (soundtrack)

- Jazz -

David Torn  
Ritchie Cole

- New Age -

Ravi Shankar  
Eternal Wind  
Andrew White

- Country -

Preston Reed  
Andrew Calhoun

- Blues -

Charles Brown  
Lloyd Jones

- Reggae -

Jah Children (collection)  
Jerry & Neville's Wacky  
Rhythm Force  
Sugar Minott  
Tiger





## DAVID MOSS

Vermont percussionist/vocalist David Moss has developed a solo style that layers percussion, electronics and voice. He has ongoing partnerships with Christian Marclay, Joseph Celli, John Zorn, Jamaaladeen Tacuma and others. The Village has called him a noise virtuoso who has been around long enough to know Mick Jagger and the Pope. And you may remember from Golden Palomino's and The Mossmen . . . This Lp is a series of 19 duets - read liner notes and enjoy.

## HAROLD BUDD

You may recognize the name from the Editions EG Collaborations with Brian Eno. His works are based around a piano and electronically altered versions of keyboard sounds. Other works can be found on Cartil/Jem label. Personally, I found this to be oh too peaceful - but then I'm into game calls so what can you say.

## ARTSOUND COLLECTION

Now just because this is found in the classical section of your record store and features the music of 20 artists - YOU SHOULD NOT BE PUT OFF. This is the most unusually diverse and exciting Lp to hit the shelves in a long time. Just to give you some idea, the Marcel Duchamp PIECE is 1:49 of breathing and noise, Larry Rivers plays a STRAIGHT jazz selection, Jonathan Borofsky's "Take Your Dreams" works real well in between White House and Leadbelly, Van Dusen's is a harmonica solo, Wesselman's "A Country Ballard," and yes there's even a seasonal spoof on a Latin Mass that will excite comedy folks and Catholics alike. Be aware that we received this because we are a way cool station and KUSF isn't. And think of it as a X-mas gift, as without adds going up for the next 2 weeks, this isn't of itself should keep you happy.

## LESTER BOWIES' BRASS FANTASY

Bowie has been in the art ensemble of Chicago for the past 30 years or so. He has also released several solo Lps. Bowie is also a member of the leaders and has recorded with his younger Brothers and Defunkt as well as various others. He is a trumpet player extraordinaire. This is the 2nd release by his Brass Fantasy Band. "No Shit" includes a rousing "No Shit" chorus so watch out. Loads of seedy cool covers including Willy Nelson's "Crazy" and "Blueberry Hill." Enjoy.

## WE 3 KINGS - BLUES COLLECTION

Featuring Muddy Waters, Little Walter and Howlin' Wolf. Released in '71 on the UK Syndicate label, this collection fills a period void in our library. Please read cuts as personal and dates change. These were recorded from '59-'61 and are some of the bitchiest things you'll ever hear. The assumption that should be made from "Kings" is that these men all had months for a real big voice in Chicago Blues. Read liner notes - you may learn something.

## JAMES BLOOD ULMER / GEORGE ADAMS

If you are not familiar with James Blood Ulmer and know what a guitar is - shame on you! Look in the jazz section and you will find a whole bunch of sheer guitar genius on vinyl under Ulmer. His old associates include Ornette Coleman, Ronald Shannon Jackson and scads of other. What do you call it? Blues based harmonic funk performed by a genius who should be appreciated more than he ever will be. Here Ulmer is joined by tenor master George Adams who has done many collaborations with Don Pullen.



### RRKIRK

Recorded on Cincinnati based King label in 1957 - this is Ronald Kirk at age 20. Here's an artist whose history you may like to be aware of - so read the liner notes done by an Englishman and accurate as this is a reissue. To hear Rahsaan Kirk sound like this makes you just melt and get that sparkle in your eye, just like B Holiday Note "Easy Living" to top off the mood.

### 80s COLLECTION

Metalanguage Festival of Improvised Music 1980. One composition "The Social Set" in 2 parts. Yes this is very long - but you can always fade up and down to play however much you desire. This feature is Greg Goodman, H Kaiser, Toshinori Kondo, Evan Parker and Rova Saxophone 4tet all playing at once. Imagine, better yet, just play on a bit and you won't have to think about anything except the sounds coming at you.

### MINNIE RIPPERTON

Rotary Connection - from what you might call her psychedelic gospel period. Sounds like a cross between Donald Byrds voices go jazz of the late 60's. Godspell and Cass Elliot. The short cuts are fun instrumentals and the rest are so bad that they're good. Dinner Music - Dear Glory, Minnie and the Rotary Connection doing their Big Brother and the Holding Company meets Olivia Newton imitations. Note the title. Suitable for dinner music if you plan on eating or a hit of acid.

### MULGREW MILLER "WORK"

This is the 2nd effort from Mulgrew, and the more you listen, the more he reminds you of McCoy Turner. This is a trio setting and 7 straight ahead selections. The covers are all rather obscure and do a great deal of justice to the original artists without imitating them. Read the liner notes.

Happy Holidays to all - I am resting and will not be at the station until next Monday. Please don't call me as I will be very unhappy if pestered about anything. So humor me.

Denise

## COUNTRY MUSIC

**'When you call me hill billy, just smile'**

**-Ernest Tubb**

**The Plioneers from Appalachia-**

**"Mountain Music of Kentucky" -country collection**

**New Lost City Ramblers**

**The Father of Country Music-**

**Jimmie Rodgers (1897-1933)**

**The Grand Ole Opry - b. 1925**

**Roy Acuff joined 1940**

**Ernest Tubb joined 1943**

**Hank Williams joined in 1949**

**Bluegrass - Bill Monroe , father of bluegrass music**

**Stanley Brothers**

**Flatt and Scruggs- Banjo Breakdowns (speedgrass)**

**Western Swing - A Step Further**

**Bob Wills and the Texas Playboys**

**Leon McAuliffe - "Mr. Steel Guitar"**

**Asleep at the Wheel**

**Influential Women -**

**Maybelle Carter**

**Rose Maddox**

**Patsy Cline**

**The Cajuns - A breed apart**

**Hector Duhon and Octa Clark**

**Canray Fontenot ("Cajun Fiddle Styles"-Country Collection**

**Dewey Balfa**

**Savoy - Doucet Cajun Band**





THE KLOOK MOP JAZZ QUARTET

KFJC

89.7

FM

SATURDAY

FEBRUARY 28

1PM - 3PM

A BENEFIT PERFORMANCE

FOR KFJC 89.7 FM

AND

BAY AREA LAUNDROMATS

1 ADMISSION  
OR FREE WITH LAUNDRY

779 EVELYN AVE. CORNER OF EVELYN AND BERNARDO  
AT THE COIN LAUNDRY







KFJC & SURF DETERGENT PRESENTS:

# **SURFIN' AT THE OASIS**

ATTACHMENT

35



**WITH  
SHOCKWAVES  
and SHARKBAIT**

FRIDAY, JULY 17, 7pm-11pm  
AT THE OASIS LAUNDROMAT  
1380 N. Winchester Blvd. (at Newhall)  
FREE KFJC T-SHIRT WITH \$7:00 ADMISSION









9 am -4pm  
SUNDAY  
NOV-16

KFJC presents:

# RECORD SWAP

at ONE STEP BEYOND

in association with KSCU, KSJS, and KZSU  
for more information call (415) 941-2500

SWAP admission good for 1/2 on the SMITHEREENS  
concert on Nov 16, 8pm at the OSB

OSB is at 1400 Martin Av., Santa Clara





# RECORD SWAP #5

**SUNDAY**  
**MAY 14**

**FOOTHILL COLLEGE**

**CAMPUS CENTER MAIN DINING ROOM**

**12345 EL MONTE RD. LOS ALTOS HILLS**

**11 AM TO 4 PM**

**RESERVATIONS**

**CALL 571-0440**

**RESERVED SELLERS SPACES - \$35.00**

**PER BOX OR CRATE**

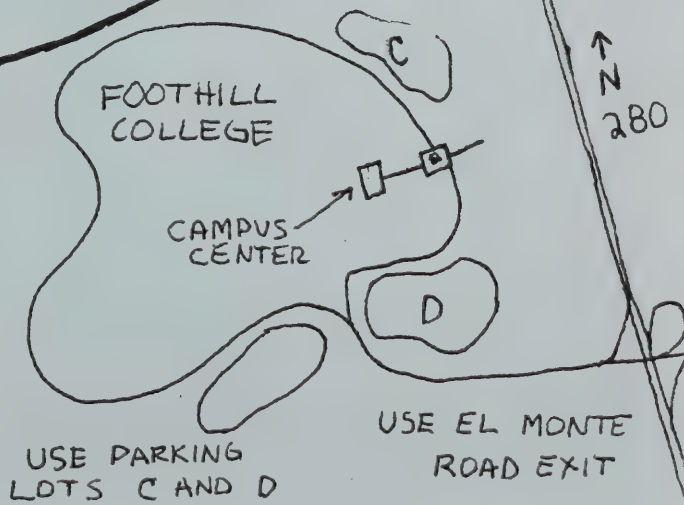
**EARLY SET UP TIME 7 AM**

**ADDITIONAL INFO:**

**CALL (415) 960-4260**

**NO DONATION**

**COURTESY LUCIFER KAM**





# **You Want Information, Don't You?**

## **KFJC 89.7 FM Has It !**

### **Tuesday 1-2 pm: BRAINWAVES**

Interviews with prominent Educators, Researchers,  
Business Leaders, and other interesting people.

### **Wednesday 1-2 pm: P-3 with Don Surath**

Interviews with Personalities, Politicians, and People you  
need to know about. You can phone in and ask questions.

### **Wednesday 9 - 10 pm: ON THE BEAT**

Music and interviews with local artists and producers  
presenting the current trends in live and recorded music.

### **Thursday 9 - 10 pm and Sunday 9 - 10 am Mae Brussel's WORLD WATCHERS INTERNATIONAL**

Investigation and analysis of both current and  
important historical political events.

### **Sunday 8 - 11 pm: HARD RAIN and ONE STEP BEOND with Nip Tuck and Dave Emory**

Hard hitting investigation, analysis, and review of world  
wide events. Listener participation with phone-in questions  
and information is an important part of this program.

### **When Scheduled: Foothill College Sports Events**

Soccer, Football, and other activities are broadcast live,  
with play-by-play coverage and interviews with players  
and coaches.

## **Listen and be Informed**

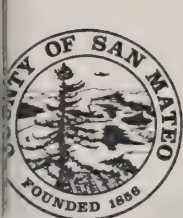
### **KFJC 89.7 FM**



## **(and remember: No Commercials)**







North County  
873-1800

Central County  
573-2222

South County  
363-4570

Coastside  
726-5581

Richard Silver  
Administrative  
Assistant

May 26, 1987

John Porter  
KFJC Foothill College  
12345 El Monte Road  
Los Altos Hills, CA 94002

Dear John:

Thank you very much for sending me the tape of our session together at KFJC. I listened to it the other evening as I was going to a meeting. You are a great interviewer and I really enjoyed myself and, I really appreciate the tape. I am sure I will enjoy listening to it many years in the future.

If I can ever be of assistance to you in any way, please feel free to call upon me.

Best regards,

TOM NOLAN  
President  
Board of Supervisors

db

TOM NOLAN PRESIDENT  
SAN MATEO COUNTY BOARD OF SUPERVISORS  
COUNTY GOVERNMENT CENTER REDWOOD CITY • CALIFORNIA 94063



## BAY AREA LAUNDROMATS

SUNDAY	NAME	LOCATION	RATING
4/14/85	LOS ALTOS LAUNDROMAT	318 MAIN ST. LOS ALTOS	rated 2.05 suds out of four
4/28/85	SUNNYVALE LAUNDROMAT	HOLENBECK RD 1 BLK S. OF EL CAMINO, SUNNYVALE	rated 1.97 suds out of four
5/12/85	COIN-OP LAUNDROMAT	CRNR OF FRUITDALE & DEL MAR AVE, SAN JOSE	rated 1.74 suds out of four
5/27/85	PINEAPPLE LAUNDERLAND	1785 PARK AVE. & McDANIEL AVE., SAN JOSE	rated 2.52 suds out of four
6/9/85	LINCOLN LAUNDERLAND	1011 LINCOLN AVE., SAN JOSE	rated 2.03 suds out of four
6/16/85	CALDERON COIN LAUNDRY	677 CALDERON AVE, MTN. VIEW	rated 2.48 suds out of four
6/23/85	SCHWARTZ'S WASHEN UND ROLLEN COIN LAUNDRY	LAWRENCE EXPSWY & POINCIANA DR., SANTA CLARA	rated 3.06 suds out of four
6/30/85	LAUND LAND COIN-OP	198 RACE ST. & PARK AVE., SAN JOSE	rated 2.24 suds out of four
7/14/85	LAUNDERLAND GLM COIN-OP	1000 LAFAYETTE ST., SANTA CLARA	rated 2.77 suds out of four
7/21/85	WASH - DRY CLEANING	CRNR EL CAMINO REAL & CEZZANNE DR, SUNNYVALE	rated 2.01 suds out of four
7/28/85	MARTHA'S LAUNDROMAT	549 W. EL CAMINO REAL, MTN. VIEW	rated 3.24 suds out of four
8/4/85	SPARKLE CLEAN LAUNDROMAT	669 EL CAMINO REAL, SUNNYVALE	rated 2.50 suds out of four
8/11/85	WASHING WELL LAUNDROMAT	400 SAN ANTONIO RD., MTN. VIEW	rated 2.24 suds out of four
9/8/85	HURKEMANS HOMESTYLE COIN LAUNDRY	2516 CALIFORNIA AVE, MTN. VIEW	rated 2.07 suds out of four
9/15/85	COIN-OP LAUNDROMAT	CRNR BERNARDO & EL CAMINO, SUNNYVALE	rated 1.99 suds out of four
9/22/85	CHINS WASHBOARD	3039 MERIDIAN AVE, SAN JOSE	rated 2.11 suds out of four
9/29/85	LAUNDERLAND	1307 S. WINCHESTER BLVD., SAN JOSE	rated 2.60 suds out of four
10/6/85	LAUNDERLAND IV	1564 HALFORD AVE., SANTA CLARA	rated 2.57 suds out of four
10/13/85	STRAWBERRY PARK LAUNDRM	4330 MOORPARK AVE., SANTA CLARA	rated 4.36 suds out of four *
10/20/85	TEDDY BEAR WASH DRY	443 S. KIELY BLVD., SANTA CLARA	rated 2.42 suds out of four
10/27/85	THE LAUNDRY BASKET	619 FAIR OAKS AVE., SUNNYVALE	rated 1.70 suds out of four
11/3/85	EL MODERNE COIN-OP	820 E. EL CAMINO REAL, MTN VIEW	rated 3.13 suds out of four
11/10/85	FLUFF 'N FOLD SLF SRVC LNDY	10477 S. DeANZA BLVD, CUPERTINO	rated 2.63 suds out of four
11/17/85	LAUNDRY STATION	2040 MCKEE RD, SAN JOSE	rated 3.38 suds out of four
12/1/85	STRAWBERRY PARK LAUNDRM	4330 MOORPARK AVE	entertainment only, see 10/13 for review
1/5/86	SPARKLE CLEAN LAUNDROMAT	352 MCKEE RD, SAN JOSE	rated 1.49 suds out of four
1/12/86	RIGIM LAUNDERLAND	405 WAVERLY AVE, PALO ALTO	rated 2.11 suds out of four
1/19/86	PRUNERIDGE WASH & DRY	2358 PRUNERIDGE AVE, SANTA CLARA	rated 2.65 suds out of four
1/26/86	LAUNDERLAND	CRNR LATHAM & ESQUELA, MTN. VIEW	rated 1.94 suds out of four
2/2/86	ROLF'S WASH-N-DRY LAUNDRM	3752 S. BASCOM AVE., SAN JOSE	rated 2.62 suds out of four
2/9/86	24 hr. COIN LAUNDRY	400 MOFFET BLVD., SUNNYVALE	rated 2.87 suds out of four
2/16/86	WASH - DRY	860 FREMONT AVE., SUNNYVALE	rated 2.83 suds out of four
2/23/86	LAUNDRYLAND LAUNDROMAT	1098 LEIGH AVE., SAN JOSE	rated 2.77 suds out of four
2/23/86	COIN-OP WASH DRY	1093 LEIGH AVE., SAN JOSE	rated 2.65 suds out of four
3/2/86	LILY WHITE LAUNDERETTE	3894 EL CAMINO REAL, PALO ALTO	rated 1.63 suds out of four
3/9/86	PALA WASH & DRY LAUNROMAT	234 LA PALA DR, SAN JOSE	rated 2.22 suds out of four
3/15/86	BLOSSOM HILL LAUNDERETTE	CRNR BLOSSOM HILL RD & BASCOM AVE, LOS GATOS	rated 4.24 suds out of four *
3/16/86	HOMESTEAD LAUNDROMAT	CRNR HOMESTEAD & LAWRENCE EXPSSWY	rated 1.62 suds out of four
3/23/86	EL CAMINO COIN-OP LAUNDRM	1095 EL CAMINO REAL, SANTA CLARA	rated 2.38 suds out of four
3/30/86	TIDY TOWN LAUNDROMAT	163 EVERETT AVE., PALO ALTO	rated 2.38 suds out of four
4/6/86	PALO ALTO COIN WASH	EL CAMINO RAE, PALO ALTO	rated 2.62 suds out of four
4/13/86	COLLEGE AVE COIN LAUNDRY	564 COLLEGE AVE., PALO ALTO	rated 2.11 suds out of four
4/14/86	WASH & DRY LAUNDROMAT	1587 UNIVERSITY AVE, BERKELEY	rated 1.68 suds out of four
4/20/86	LAWRENCE COIN WASH	1563 LAWRENCE EXPRESSWAY, SUNNYVALE	rated 1.85 suds out of four
4/27/86	MAUDE WASH DRY	325 E. MAUDE AVE, SUNNYVALE	rated 3.22 suds out of four *
5/4/86	A and J QUICK CLEAN LAUNDRY CENTER	CRNR LOMA VERDE & MIDDLEFIELD RD, PALO ALTO	rated 2.12 suds out of four
5/11/86	SPARKLE CLEAN WASH DRY	1 BLK EAST OF SAN ANTONIO RD ON MIDDLEFIELD	rated 2.78 suds out of four
5/18/86	WASH DRY LAUNDROMAT	122 RENGSTORF AVE. PALO ALTO	rated 2.23 suds out of four
5/25/86	LAUNDERLAND LAUNDROMAT	CRNR RENGSTORF AND MIDDLEFIELD WAY, PALO ALTO	rated 2.45 suds out of four
6/1/86	MILPITAS LAUNDERLAND	1350 S. PARK VICTORIA DR., MILPITAS	rated 2.69 suds out of four
6/7/86	THE LAUNDRY WORKS	87 N. SAN PEDRO SQUARE, SAN JOSE	entertainment only, no rating performed
6/8/86	COIN WASH DRY LAUNDROMAT	485 SAN CARLOS ST, SAN JOSE	rated 1.72 suds out of four
6/15/86	COUNTRY CLEAN LAUNDROMAT	1402 S. BASCOM AVE., SAN JOSE	rated 1.24 suds out of four
6/22/86	PINEAPPLE WASH DRY	1715 W. SAN CARLOS ST, SAN JOSE	rated 2.11 suds out of four
6/29/86	ROLF'S WASH-N-DRY	1375 BLOSSOM HILL RD., SAN JOSE	rated 2.62 suds out of four
7/6/86	CAPITOL LAUNDERLAND	3124 SENTER RD., SAN JOSE	rated 2.09 suds out of four
7/13/86	SPEED QUEEN COIN-OP LNDY	102 RACE ST., SAN JOSE	rated 1.88 suds out of four
7/20/86	CAMPUS WASH DRY	489 10TH ST., SAN JOSE	rated 1.38 suds out of four
7/27/86	LAUNDERETTE WASH DRY	499 S 2ND ST., SAN JOSE	rated 1.67 suds out of four
8/3/86	COIN-O-WASH	2551 NEWHALL ST., SANTA CLARA	rated 2.16 suds out of four
8/10/86	SCOTTIES CLNRS & LNDROMAT	686 N. FAIROAKS AVE., SUNNYVALE	rated 3.35 suds out of four
8/17/86	COIN LAUNDRY	311 FAIROAKS AVE., SUNNYVALE	rated 2.70 suds out of four
9/7/86	SPARKLE CLEAN WASH & DRY	CRNR KIELY BLVD & EL CAMINO, SANTA CLARA	rated 2.31 suds out of four
9/14/86	COIN LAUNDRY	3036 EL CAMINO REAL, SANTA CLARA	rated 2.87 suds out of four
9/21/86	LAUNDERLAND	CRNR BENTON & KIELY, SANTA CLARA	rated 2.23 suds out of four
9/28/86	LAUNDRY BASKET	3075 MCKEE RD., SAN JOSE	rated 3.20 suds out of four
10/5/86	LAUNDERLAND	1665 TULLY RD., SAN JOSE	rated 2.56 suds out of four
10/12/86	MARTHA'S LAUNDROMAT	549 W. EL CAMINO REAL, MTN. VIEW	filming of "Bay Area Laundromats" for airplay on Viacom's TV premier of "El Camino Reality", see 7/28/85 for review







<u>SUNDAY</u>	<u>NAME</u>	<u>LOCATION</u>	<u>COMMENTS</u>
10/19/86	SPARKLE CLEAN LAUNDROMAT	4136 MONTEREY RD., SAN JOSE	rated 1.58 suds out of four
10/26/86	AL'S COIN-OP LAUNDRY	1136 KING RD., SAN JOSE	rated 1.64 suds out of four
11/2/86	KING TULLY WASH & DRY	1709 TULLY RD., SAN JOSE	rated 1.84 suds out of four
1/18/87	EVELYN COIN LAUNDRY	779 EVELYN AVE., MTN VIEW	rated 3.28 suds out of four *
2/1/87	ALMA WASH DRY	581 ALMA AVE., SAN JOSE	rated 3.52 suds out of four
2/8/87	KING TULLY WASH & DRY	1709 TULLY RD., SAN JOSE	re-rated 2.06 suds of four
2/28/87	EVELYN COIN LAUNDRY	779 EVELYN AVE., MTN VIEW	entertainment only see 1/18/87 for review
3/1/87	WASH DRY LAUNDROMAT	148E ALMA AVE., SAN JOSE	rated 1.69 suds out of four
3/15/87	MAYTAG COIN-OP LAUNDRY	1409C ALMA AVE., SAN JOSE	rated 2.78 suds out of four
3/22/87	SPEED QUEEN COIN LAUNDRY	3759 LAFFEYETTE ST., SANTA CLARA	rated 1.77 suds out of four
3/29/87	LAUNDROMAT	4685 LAFFEYETTE ST., SANTA CLARA	rated 1.83 suds out of four
4/5/87	OASIS LAUNDRY	CARR WINCHESTER & NEWHALL ST. SAN JOSE	rated 3.56 suds out of four
4/12/87	OASIS LAUNDRY	CARR WINCHESTER & NEWHALL ST. SAN JOSE	No need to continue B.A.L., Oasis wins the prize for most entertaining lndmat

The above list constitutes the laundromats that KFJC has investigated. For information regarding any of the Laundromats previously reviewed or a copy of the script and the rating breakdown, write to :

Bay Area Laundromats  
c/o Lou York at KFJC  
12345 El Monte Rd  
Los Altos Hills, CA 94022.

\* Laundromats rated above 4 stars, or those marked with an asterisk, out of four were awarded an extra star for allowing KFJC to have bands perform live inside the laundromat.

SEE YOU AT THE LAUNDROMAT !!!



Cajun Wave on March 17  
at 11am

Joe Paquin and Tom Rigney

Live in studio

for a special edition  
of HOT GUMBO

with DJ Hank Stamper

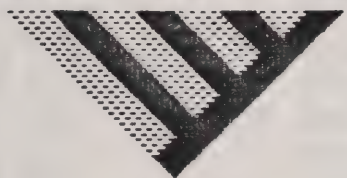
Louisiana  
Music

89.7fm



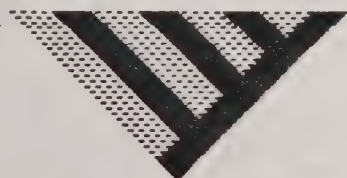


**KFJC 89.7 FM**



**KFJC  
PRESENTS  
LISTENER  
SERVICES,  
INFORMATION,  
AND ACCESS  
FOR THE  
CAMPUS  
AND THE  
COMMUNITY.**

**KFJC 89.7 FM**



**>Every Morning at 8:30  
and in the Evening at 7:00  
you can hear the  
Entertainment Calendar  
and Concert Outlook for  
listings of Shows, Concerts,  
Special Films, and other  
interesting events  
around the Bay Area.**

**>The Bulletin Board is  
presented every day at  
11:30 AM and 5:30 PM,  
with listings for:  
Lost and found Pets,  
Rides, Items for Trade,  
Musicians Available,  
and Bands looking for  
Musicians.**

**>What do YOU want to  
know about? Write to us  
and let us know. Here is  
the address:**

**KFJC 89.7 FM  
c/o Foothill College  
12345 El Monte Road  
Los Altos Hills, CA 94022**





**KHJL**

**89.7**  
FM

**LOUISIANA  
COUNTRY MUSIC  
BLUEGRASS**

*Western Swing*

**FOLK  
COUNTRY  
WESTERN  
LIVE**

**"BACKWOODS  
&  
FORWOODS"  
HOSTED BY  
HANK STAMPER**

**TUESDAYS  
10AM 'TIL 1PM**

**KHJL**

**89.7**  
FM







# WEIRD WORDS

126 POEMS BY THREE HARDWORKING GUYS"  
ON

K F J C

89.7 FM

MAY 4, 8-10 pm

D ALE G OODSON

J IM T URNER (OF DUCK'S BREATH)

M ICHELE G EAR

B LOW Y OUR M IND





# KFTJC 89.7fm Program

copyrighted: Tony Brown - KFTJC: Providence 1987

ATTACHMENT 41

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
(TBA)	MIKE DESTINY alternative rock	ROGER ANDERSON <i>Blues Before Sunrise</i>	RANDY SPANDEX 70's, 80's rock	BOB LINDSEY experimental pop	PAIGE TURNER rock pop	TONY X <i>Relativity</i> extremely experimental
GREY SHADES	LISA KARR	HAWKEYE JOE <i>Loss Your Breakfast Club</i> variety	DARREN <i>Snooze Bar</i> new releases	MICHELE GEAR <i>Gearshift</i> pop comedy	ARNOLD LAYNE	DAVE RICHOUX <i>Jazz Parade</i> traditional
straight ahead rock	rock rock				60+80's rock	
CURTIS JAY <i>Blues Party</i>	HANK STAMPER <i>Backwoods+Forewoods</i> country	MONTEREY JACK <i>Classical Acts</i>	ANTHONY LADD <i>Sounds of the City</i> soulful	MATTYE <i>Rockin Vibrations</i> reggae	ROBERT EMMETT <i>Norman Bates Memorial Soundtrack</i> soundtracks	STELLA <i>Stew for Storms (Jazz)</i> modern
1pm					ANTONE	1pm
WILL POWER <i>The Universe Next Door</i>	SELMA WARES	DOMINIC TRIX spread metal + flashbacks	DENNIS THE MENACE <i>So Happy It's Thursday</i>	P-BOY	alternative rock	LOU YORK <i>Gateway to Infinity (Instrumental)</i> new age wave
6pm					NEAL PREY	4pm
MICHAEL <i>(Reggae)</i>	RANSOME YOUTH alternative dance	KEVIN O'DANTE <i>The Night Train</i> new wave?	HELEN HAIRSPRAY phunk/rock	DIANA	psychodelic rock	MAE BRUSSEL <i>MAE BRUSSEL</i>
9pm					PHIL DIRT <i>Surfs Up</i>	SPLIFF SKANKIN' <i>(Reggae)</i>
10pm	A 1000 Guitars <i>(Local Demos)</i>	GUEST DJ	MAE BRUSSEL	pop wave	garage surf	ONE STEP BEYOND alternative new wave
	MARK DARMIS <i>Relish It</i>	ROBBIN GRAVES <i>Into the Graveyard</i>	LUCIFER SAM	HUMAN TORCH	SHANNON MILLER <i>The Last Train To Sunday</i>	CLAUDE MAUL
						11pm





# BASKETBALL

STEN  
ON

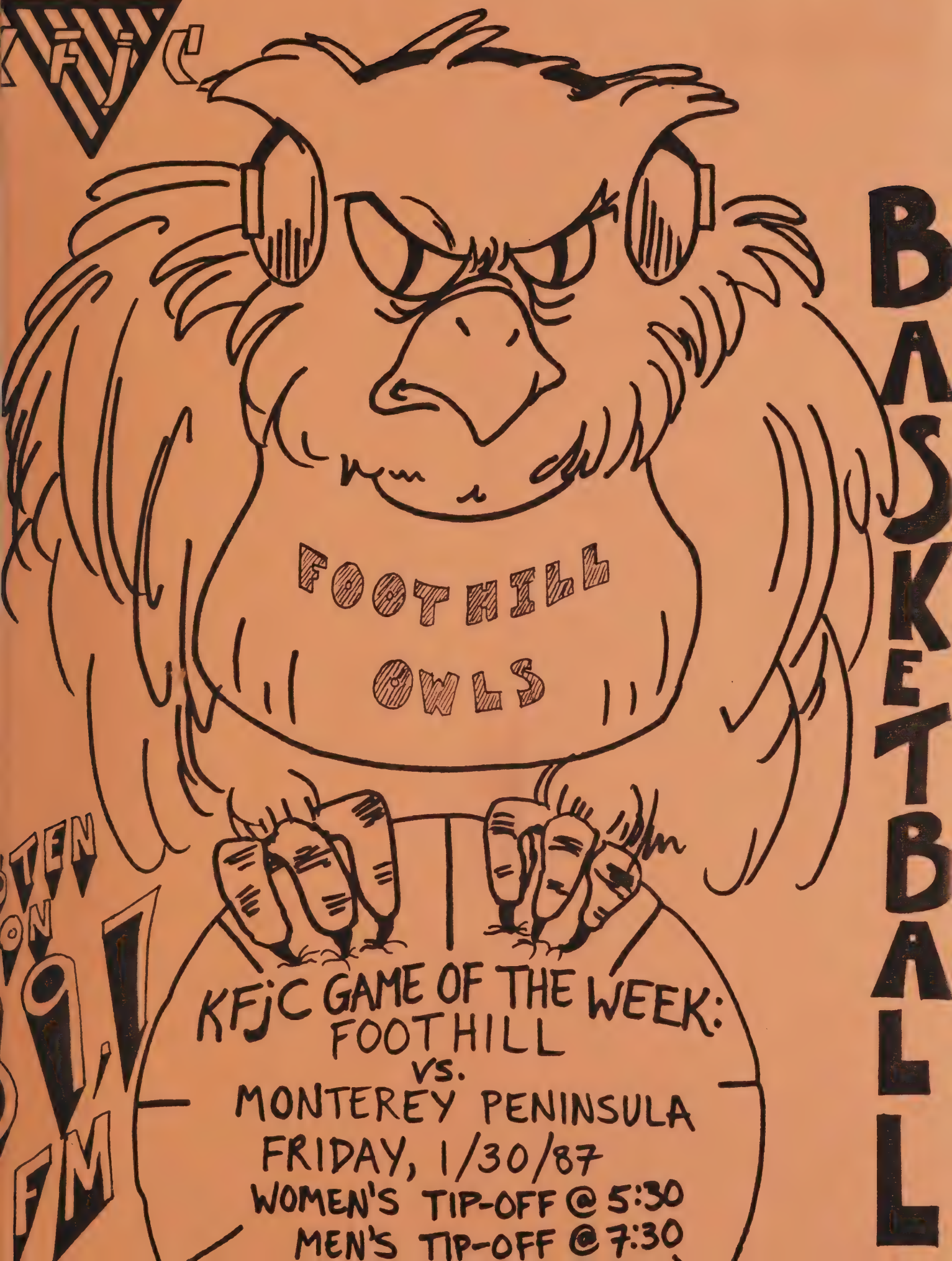
9  
FM

KFJC GAME OF THE WEEK:  
FOOTHILL VS. DE ANZA  
FRIDAY, 1/23/87

WOMEN'S TIP-OFF @ 5:30  
MEN'S TIP-OFF @ 7:30







BASKETBALL

TEN  
ON  
9  
FM

KFJC GAME OF THE WEEK:  
FOOTHILL

vs.

MONTEREY PENINSULA

FRIDAY, 1/30/87

WOMEN'S TIP-OFF @ 5:30

MEN'S TIP-OFF @ 7:30







KFJC SPORTS  
PRESENTS

FOOTHILL  
FC

1986 SOCCER  
J.C. CHAMPIONSHIP  
SOCCER  
THIS FALL

1986 CALIFORNIA STATE  
JUNIOR COLLEGE SOCCER  
CHAMPIONSHIP

1986 So-Cal Champion  
1985 State Champs

EL CAMINO COLLEGE

VS.

FOOTHILL COLLEGE OWLS

1986 Nor-Cal Champion  
1984 State Champs



SATURDAY, DECEMBER 6, 1986  
at  
FOOTHILL COLLEGE SOCCER PARK  
(Behind Football Stadium)

PRE-GAME SHOW: 10:50 A.M.  
MATCH STARTS: 11:00 A.M.

CAN'T MAKE IT TO THE GAME ?  
JUST TUNE INTO 89.7 FM

ANNOUNCERS: Mark Darms  
Rob McMullen



GO OWLS!

KEJ

KFJ SPORTS

PRESENTS:

# FOOTHILL OWLS' BASEBALL

COMING SOON ON 89.7 FM—

SAT, 3/14 @ <sup>11:55am</sup> ~~11:55am~~

FOOTHILL  
VS.  
GAVILAN

TUES., 3/17 @ 2:25pm

FOOTHILL  
VS.  
OHLONE



TUNE IN TO  
89.7 FM

11:22 AM



digital™

NEW POLICIES IN EFFECT AS OF 7/1/86  
PLEASE READ FORM CAREFULLY.

### MATCHING GIFT EMPLOYEE CONTRIBUTION CHECKLIST

This checklist has been designed as a guideline for you to consider when donating to an organization.

- Are the goals and objectives of the organization clearly stated?
- How much of your donation goes directly to:
  - services?
  - fund-raising?
  - administration?
- Does the organization have an active and responsible governing board?
- Are the people at the organization knowledgeable and helpful?
- Is an annual report available upon request?

The National Charities Information Bureau (NCIB) is an organization located at 19 Union Square West, NY, NY 10003, which reviews and sets standards for non-profit organizations. Standards are determined by rating organizations on a scale of 1 to 4. A booklet entitled Wise Giving Guide is available by sending a post card to the above.

Organization Code <b>04</b>	Badge No. <b>41965</b>	Donor Name (if different from employee)	<input checked="" type="checkbox"/> Current Employee <input type="checkbox"/> Retiree <input type="checkbox"/> Board of Directors
Recipient Organization <b>KFJC</b>		<input type="checkbox"/> Educational <input type="checkbox"/> Social Services and Environmental <input checked="" type="checkbox"/> Cultural <input type="checkbox"/> Health and Handicapped	

Street address or P.O. Box No. of Recipient Organization <b>12345 EL MONTE</b>		City, State, Zip of Recipient Organization <b>LOS ALTOS HILLS CA 94022</b>	
Date of Gift <b>June 2 1987</b>	<input checked="" type="checkbox"/> Cash Donation <input type="checkbox"/> Securities	\$ Value of Gift <b>100</b>	Written Value <b>One Hundred</b> dollars
I certify that the information submitted is correct and that my gift fully complies with the provisions of the program.		Title of Security	No. of Shares
		Employee or Donor Signature <i>[Signature]</i>	Date <b>2 June 1987</b>

DO NOT WRITE BELOW THIS LINE - TO BE COMPLETED BY INSTITUTION AND RETURNED TO: Digital Equipment Corporation, 111 Powdermill Road MSO/K10, Maynard, Massachusetts 01754

I certify that the above-indicated gift has been received and that it fully complies with the provisions of the program.	
Legal Name of Institution (as listed in Section 170(c) of IRS Code) <b>Foothill College</b>	Telephone No. (include area code) <b>(415) 960-4489</b>
\$ Value Amount Received <b>\$100</b>	Name and Title (please print) <b>George Beers, Asst Dean of Instruction</b>
Authorized Signature <i>[Signature]</i> Date <b>6/10/87</b>	

digital™

DIGITAL EQUIPMENT CORPORATION

# MATCHING GIFT PROGRAM



# Inter-Office Memo



ATTACHMENT 44

**Date:** 10 June 1987

**Government Systems**

**Subject:** Equipment Donation Request for College Radio Station KFJC

**From:** Don Schuerholz (x3670)

**To:** Bob Booth

In my spare time, I work as a volunteer for Foothill College's non-profit radio station KFJC. The station receives a small portion of its funding directly from Foothill College, but the majority of funding must be solicited from the community through donations.

As we discussed over the phone, KFJC has given me a general "wish list" of needed operating and test equipment. If you need any technical clarification, please feel free to call me or one of the KFJC contacts listed below.

KFJC is a wholly owned subsidiary of Foothill-DeAnza College District.

KFJC 89.7fm  
12345 El Monte Road  
Los Altos Hills, CA 94022

Non-Profit Organization ID Number: 94-1597718W

Faculty Advisor: Robert "Doc" Pelzel (415) 960-4555  
Chief Engineer: Marty Preece (415) 960-4260

## List of needed equipment:

1. -- Broadband Pre-Amplifiers
2. -- 18 or 23 GHz Microwave Links
3. -- Digital Multi-Meters (DMMs)
- 4 -- HP 8558B Plug-In
5. -- HP182C Scope Mainframe
6. -- Spectrum Analyzers
7. -- 100 MHz Dual Trace Scope
8. -- Broadband Amplifiers
9. -- RF Load (300 Watts)

In the event that any of the above items becomes available for disposition by GTE, would you please consider KFJC as a candidate for donation? Thanks for supporting college radio!

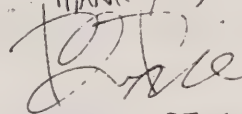


DEAR PERSONS:

I CURRENTLY TEACH COURSES IN POPULAR CULTURE AND THE MEDIA USING A WIDE VARIETY OF RESOURCES BOTH CLASSIC AND CONTEMPORARY. I ALSO PRODUCE RADIO SPECIALS THAT FEATURE QUALITY AUDIO ITEMS RARELY HEARD ELSEWHERE. MY PURPOSE IS TO AQUIANT STUDENTS AND LISTENERS WITH DIVERSE CULTURAL MATERIALS AND TO PROVIDE RECOMMENDATIONS. IN THIS REGARD I'D SINCERELY APPRECIATE A SAMPLE COPY OF THE TOP 100 PLAY LIST

---

THANK YOU,



BEN S. PRICE  
PSYCHOLOGY DEPT.  
SAN JOSE CITY COLLEGE  
2100 MOORPARK AVE.  
SAN JOSE, CA. 95128







## DE ANZA COLLEGE

21250 Stevens Creek Boulevard • Cupertino, California 95014-4797

### DEAR KFJC

C/O Mattie,

We would like to say thanks to you and Mattie for saving us on fridays!

The best reggae show around. If it wasn't for her, we wouldn't be able to do our jobs. That means **Foothill & De Anza** would fold! Well maybe not, but it sounded good. Thanks again - Love you Mattie,



*Dennis Lee*

*Lori Kress*

*Annette "the goober" Rogers*

*Leysa*

*Chiknguyen*

*Jose T. Mendez*

Dennis Lee and The De Anza College Reprographic's Staff.

*Joe Krapp*

*Brad Keiss*

*William G. Smith*

*Margaret Randolph*



PAGE ROBBINS  
DAVID SEIDENWURM

4/24/87

Hi -

Used to live in Palo Alto. Love your show but can't listen now.

Can't get surf music in the Big Apple. Can you tell me of any surf music programs in NYC?

Are any surf bands on CD?  
(compact disc)  
Thanks A lot.

David Seiden





c8k3l1n

n e w s o u r c e r a d i o

November 11, 1986

Dave Emory  
c/o KFJC-FM,  
12345 El Monte Road,  
Los Altos Hills,  
California 94022

Just a note to keep you up-to-date on the activities at the station. For the past year I have been playing excerpts from your excellent tapes on my show, The International Connection.

Thanks to the positive response to your tapes, I have been given more air-time so that I can play your tapes regularly on a weekly basis. Also, with our signal increase we now have a potential audience of over five million.

Your work is a valuable contribution in the field of modern history. I hope you and Nip Tuck will continue to receive the support you have certainly earned.

Sincerely,

*Robert F. Dean*

Robert F. Dean

P.S. My wife, who is a doctor, has found your tape series on Aids extremely useful.



# INT'L BROTHERHOOD OF BIKERS' TEARDROPS

P.O. Box 271, Menlo Park, CA 94025

February 25th, 1987

DON SURATH  
Talk Show Host  
Radio KFJC-FM  
Foothill College  
12345 El Monte Road  
Los Altos Hills, CA 94022

Dear Don:

On behalf of this Brotherhood and its subordinate affiliate, Bikers' Rights Coalition, I wish to extend our sincere thank you for your skillful radio show interview airing the public issue of Assembly Bill No. 36, the compulsory helmet legislation recently introduced by Assemblyman Dick Floyd (Dem-Gardena). You certainly are an asset to KFJC-FM radio.

Your live one-hour interview show had several callers seeking information and offering opinions. Also a thorough discussion of the dangers of wearing a motorcycle helmet were presented along with considerable relevant statistical information.

Best of luck and continued success...

Sincerely and fraternally,



J.J. Scot  
Keeper of the Green Flame

P.S.

Please thank the people  
who assisted on phone  
screening!



## MBO's for 1986-87 (Not prioritized)

## I. Foothill College/KFJC Interaction

Maintain and increase air access for faculty, administration, and student groups by developing, by January, at least 5 qualified producers for KFJC's weekly Foothill-oriented program, "Brainwaves." Also by January, increase Foothill related "drop-in" features to bi-weekly. Personally develop a list of at least 10 Foothill contacts for station staff to utilize for the above by January.

Increase publicity for KFJC activities and programs to all areas of campus by flyers (at least 1 - 2 per month) and direct personal and student contact with P.I.O.. Maintain publicity to campus through link to the Sentinel by November.

Recruit participation from campus both by direct personal approach and by general solicitation letters. Average of 1 solicitation letter distributed each quarter.

Continue increase of ASFC participation by establishing aggressive OBD representation to develop contact with student groups and government. Develop at least 3 funding proposals to submit during the budget application period in spring quarter.

## II. Training/Curriculum

In coordination with the station management staff, review each of the station's 13 departments and prepare a "management guide" outlining each departmental director's minimum time allotment, current responsibilities, ideas for future activities and expansion, departmental support staff and organization, and coordination with other departments. Average of 1 - 3 departments per month will complete guide by July.

Pursue implications, potentials, and requirements of the radio broadcasting program's status as a vocational education program. Meet with Fred Critchfield to obtain basic start-up information by December, and plan campaign by February.

Develop additional training materials to more easily assimilate new students into entry level radio station





operations. (At least one new or updated item per quarter. Investigate potential for "modularized" portions of the training program to provide specific background in key areas of station operations to relieve training burden, facility wear, and general disruption on station operations and equipment. Preliminary report in February, and recommendations in March.

- iii. Stimulating development of new alternative programming. Implement at least 5 new programs by May.

NEW STAFF - Recruitment via general and targeted publicity for participants with wide variety of musical interests. Work personally with new people to direct effective contribution to station operations.

CURRENT STAFF - Encourage experimentation with and awareness of different musical genres by maintaining and improving coverage at weekly staff record review sessions. Maintain the continued diversity of on-air promotional giveaways, and solicit staff input for specific additions of different types of promotions.

Assist programmers in developing at least two of the following: additional product exposure to radio record library via record company solicitation or trade-out with local vendor; additional publicity via special press releases and/or interviews; additional artist interviews and/or guest airshifts; additional on-air promotions, especially those which cross collaborate with other programming.



Long term, non-prioritized, non-categorized goals:

Increased coverage of college and community events through live or taped on-site broadcasts of sports, speakers, or entertainment.

Tracking of KFJC "alumni" who transfer to other colleges, or are employed in broadcasting or related industry jobs.

Obtain engineering support and funding for equipment to complete and maintain third studio for introductory production training.

Develop regular live in-studio local artist performance broadcasts to increase training in audio engineering, exposure for alternative musicians, and possible coordination with cable TV simulcasts.

Incorporate computer literacy into as many station functions as possible.


In conjunction with last summer's efforts, revive KFJC news department and operations.

In conjunction with station potential, revive KFJC sales department, operations, and income.

Research frequency and vendor, apply for license, obtain funding for purchase and maintenance, and develop training for KFJC remote pick-up unit (RPU) to enable station to broadcast live events from anywhere in south bay area.







AUGUST 20, 1987

ATTACHMENT 47

**KFJC 89.7 fm Foothill College, 12345 El Monte Road, Los Altos Hills, CA 94022**

**FOR IMMEDIATE RELEASE**

**KFJC 89.7FM RADIO CONTINUES THE SUMMER OF MAYHEM WITH A SPECIAL ON THE SMITHS, "IT'S TIME THE TALE WERE TOLD" ON MONDAY AUGUST 31 FROM 1PM TO 7PM. THE SPECIAL ON THE SMITHS WILL FEATURE INTERVIEWS WITH THE BAND, NEW AND RARE CUTS, LIVE MATERIAL, AND RECORD GIVE-AWAYS.**

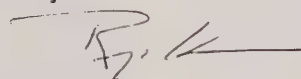
**THE SMITHS** ARE A FOUR PIECE GROUP WHO CONVERT THE GLOOM OF DEPRESSED INDUSTRIAL MANCHESTER, ENGLAND TOGETHER WITH THE IMAGE OF THE AVERAGE MAN IN PLAIN CLOTHES TO A TRULY ECCENTRIC MUSIC OF MORALITY AND SOCIAL COMMENTARY, SET TO A BEAT INFLUENCED BY BO DIDDLEY AND MOTOWN. THE GROUP WHICH FROM ITS INCEPTION TOOK THE BRITISH CHARTS BY STORM, MIXES SIMPLPE HONESTY WITH ANDROGENOUS IDEALS AND INTELLECTUAL ARROGANCE TO PRODUCE A MUSIC WHICH IS BOTH RAW AND ETHEREAL. THE TENSION BETWEEN FANATICALLY RECLUSIVE LEAD SINGER/ LYRICIST MORRISSEY AND OUTGOING BEBOP SONGWRITER AND GUITARIST JOHNNY MARR CREATE A RARE POWER WITHIN THE UNUSUAL MIX OF THEMES.

AMONGTHE SELECTIONS FEATURED IS THE SMITHS FIRST AMERICAN RELEASE ALBUM *MEAT IS MURDER*WHICH REFLECTS THE BAND'S VEGETARIANISM, AND CONTINUES KFJC'S SERIES OF PROGRAMS ON ANIMAL RIGHTS PRODUCED BY **KFJC'S OWN BOB LINDSAY, WILL POWER AND LEWIS TOLLANI.**

**KFHC 89.7FM IS A COMMERCIAL-FREE, NON-PROFIT RADIO STATION SERVING THE GREATER BAY AREA FOR OVER TWENTY EIGHT YEARS.**

FOR MORE INFORMATION ON THE SPECIAL **THE SMITHS: IT'S TIME THE TALE WERE TOLD**, OR **KFJC'S SUMMER OF MAYHEM**, PLEASE CONTACT ROGER ANDERSON, PUBLICITY DIRECTOR.

THANKS,



ROGER ANDERSON, PUBLICITY DIRECTOR

WRITTEN BY KAYE GRIFFIN,  
PUBLICITY STAFF WRITER FOR KFJC 89.7FM





# Collectors swap vinyl

## KFJC-FM fund-raiser unites fans

By Steve Stolder  
Special to Extra

Compact disks, so efficient and pure in sound, are taking up more and more space at record stores, but for many who were introduced to the world of rock music through albums by Elvis, the Beatles or the Sex Pistols, there'll never be anything to replace good ol' black vinyl.

Hundreds of record aficionados and dealers crowded into the Foothill College Campus Center on June 14 to scan through racks of rare and obscure recordings.

The record swap, sponsored by Foothill's student-run radio station, KFJC, was a benefit for the financially strapped station, but General Manager Robert Zepernick said raising money was only part of the impetus for the gathering.

**The vendors enjoy the opportunity to mix with similar devotees and compare collections.**

"We have to do all kinds of crazy things to raise money," Zepernick said, "but (money) isn't really the most important thing, because we're all vinyl junkies."

Vendor Henry Yu of San Jose purchased a spot on the floor to peddle a few of his treasures, but admitted he was really there to get first crack at some prize albums.

"I really don't make any money," Yu said, adding that the setup time before the festival opened gave him an opportunity to search out the best buys. Still, under the right terms, he did reluctantly part with a few of his prizes.

"I'm here to say that even Henry has his price," said Tom Timony, another dealer and owner of his own record label, Ralph Records. Timony, whose label is home to the eccentric San Francisco group the Residents and other left-field artists, said the few dollars he makes at record swaps around the state and nation really aren't the attraction; rather, he and most of the other vendors enjoy the opportunity to mix with similar devotees and compare collections.

Indeed, the browsers seemed to share a common mind-set and language. One shopper on a hunt for a specific record eyed a vendor and said, "I'm looking for a Victims single." The dealer immediately began filing through his collection and casually responded, "You



Dan Honda — Special to Extra

**Mark Hamer of Campbell inspects potential purchase**

mean, 'My Baby's a Midget?'"

Meanwhile, a teen-age girl excitedly told her friend, "I found a Roy Orbison double LP for only 12 bucks. It was released in 1972 so it's nothing special, but still..."

Another collector eager to show off his prizes was Robert Emmett, host of a popular sound-track program on KFJC.

Emmett displayed a few of his finds, including the sound track to an old Dean Martin film, "The Silencers," and another sound track to a 1973 movie called "The Hard Experiment."

"Look," he said, pointing at a clean-shaven but familiar face on the album cover, "Don Johnson's first solo album."

Emmett noted that the record swap affords the KFJC community an opportunity to meet and learn about one another's interests.

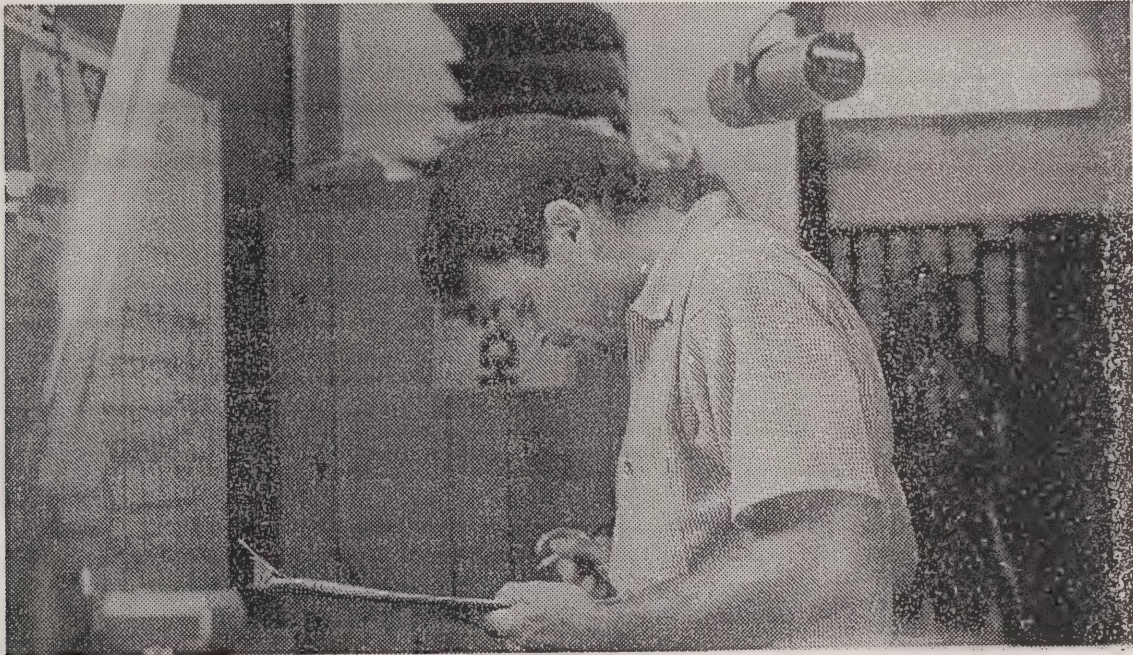
"Much of what this radio station plays isn't easy to get," Emmett said, adding that KFJC, 89.7 on the FM dial, plays many recordings made by small, independent labels and local groups. "Those records disappear from record stores real quickly when they appear at all."

Denise Rivers, KFJC's music director, said the station hosts a record swap about once every nine months. The June 14 event, which also featured an auction of promotional records, raised \$1,790 for the station.





## CAMPUS NEWS



Doug Kelly prepares for KFJC broadcast.

Photo by Dan McQueen

# Stamper moves 'Forwoods'

By DAN SHOEMAKER

Though most people think of it as a punk/new wave radio station, Foothill's KFJC (89.7/FM) offers the listening public a wide variety of music shows. The newest of these is a country and western show called "Backwoods and Forwoods."

Hosted by Doug Kelly (alias Hank Stamper), the program airs on Tuesdays, from 10 a.m. to 1 p.m.

Kelly says he plays many different styles of country music. "If you want to break it down, I play traditional country and western, bluegrass, American folk music, some British folk music, western swing, and Cajun music." Kelly also plays "a lot

of the new wave stuff that sounds countryish," citing such artists as Rank and File, the Violent Femmes, and the popular duo of Mojo Nixon and Skid Roper. "That's where the Forwoods comes in," says Kelly.

So far, listener response has been favorable. Kelly's only problem is people who request that he play nothing but old standards. "You've got to listen to the other stuff, too. That's what KFJC is all about; playing deserving stuff that doesn't get played elsewhere," says Kelly.

"As much as I appreciate their call, I have to tell them with all due respect that artists like Kenny Rogers don't need me to play them."

Response from the rest of the KFJC staff has also been encouraging. "I've been getting support and positive feedback from lots of people," said Kelly, "even from people who you wouldn't expect to like the show, like the industrial dirge fans."

The success of "Backwoods and Forwoods" is a tribute to both the listenership of the station and the diversity of KFJC's programming. "I don't know how many people realize that KFJC is the most popular college radio station in California and among the top three college stations in the United States," says Kelly. "People should check us out. I'm sure that everybody will find at least one show that they like on KFJC."





KOME

98.5 FM

May 6, 1987

KFJC  
Foothill College  
12345 El Monte Rd.  
Los Altos Hills, CA 94022

Dear Sirs:

With the Summer of '87 rapidly approaching, I'd like to inform you that there are two internships available at KOME. One internship is available in the News Department and the other is in the Promotion/Programming Department.

The News intern must have journalism skills and be willing to work 5A-10A with the KOME morning show. The Promotion/Programming intern must be willing to work on promotional detail within and outside the station.

There will also be involvement within the Music Department. The program will begin 6/1/87.

Please have those interested contact Lori Griminger Monday through Friday 9A-5P at (408) 985-9800.

Sincerely,



Ron Nenni  
Program Director

RN:lg

3031 Tisch Way  
Suite 3 Plaza West  
San Jose, California 95128  
408/985-9800

An Infinity Station











